

THIS POSITION HAS NOW BEEN FILLED

Terms of reference for Digital Communications Consultant to work with the Big Shift Global Campaign

Background

The Big Shift Global Coalition is made up of over 50 members worldwide and calls on all of the world's public development banks to shift their money out of dirty fossil fuels and into sustainable, renewable energy to provide energy access for all.

The campaign aims to demonstrate the hypocrisy of public development banks which are supposed to be combatting climate change and supporting sustainable development to bring about a necessary and urgent shift of financial flows out of fossil fuels and into clean energy. The Big Shift Global (BSG) project demands the Multilateral Development Banks (MDBs) end all direct and indirect finance to fossil fuels, to shift investment to sustainable, renewable energy and ensure everyone has access to safe, clean energy. This shift in public finance flows would improve the lives of people all around the world, set a gold standard for other banks to aspire to and would contribute to preventing runaway climate change.

Continuing to pour public taxpayer money into coal, oil and fossil gas is not compatible with tackling the climate crisis. The campaign wants to ensure the impacts of energy investment decisions by the major MDBs are amplified and that the voices of Global South partners fighting for climate justice and calling for an end to public finance for fossil fuels are heard. There is currently a strong focus on fossil gas as this is where the banks mainly continue to support fossil fuels.

The coalition uses digital media to engage public campaign supporters globally as well as to influence MDB shareholders, bank management and climate and energy staff. The campaign has a website as well as social media channels on X, Instagram, LinkedIn and Facebook.

Duration

This is a 3 day per week contract ideally with the person able to provide additional surge capacity at key moments. The contract will last until the end of 2024

Location

This is a remote position but will require collaboration with colleagues on UK and Pakistan timezones.

Responsibilities

The media consultant will be responsible to carry out the following tasks:

1) Responsible for regular posts on BSG social media channels

- Schedule posts on a weekly basis across X, LinkedIn, Instagram and Facebook depending on focus and target of messages
- Engage with relevant comments and identify potential influencers for the campaign
- During key campaign moments (e.g. World Bank Annual Meetings, COP) ensure the campaign has prominence and engage with debate on social media around the key topics

2) Design/Support development of digital assets

- In conjunction with BSG comms officer and other BSG staff and members of the coalition design digital assets to be posted across the social media platforms (short videos, memes, graphics etc)
- Support work with external suppliers to develop other assets (e.g. videos, infographics design work)

3) Working with BSG coalition to develop a directory of spokespeople

- From both within the coalition and beyond identify key spokespeople on the key issues of the campaign.

4) Monitoring and evaluation of BSG social media engagement

- Provide learning for the coalition through monitoring and evaluation across the digital channels identifying what is working and what is not

The consultant will report to the Big Shift Global Campaign Lead and will be expected to collaborate closely with the BSG team and a closed group of coalition members.

Deliverables

- Social media channels kept up to date
- Campaign to increase BSG campaign supporters globally
- BSG brand remains recognisable
- Directory of spokespeople developed who can speak on key issues related to the campaign

To apply

Please email srichmond@climatenetwork.org indicating your interest, and please include:

- A maximum 1 page cover note outlining why you are suitable for the role and please indicate your payment expectation
- Curriculum Vitae (CV)
- Proposals will be reviewed on a rolling basis until the consultancy is filled