INTERNATIONAL COFFEE ORGANIZATION

ED 2368/21

29 March 2021
English only

E

Consultancy

1. The Executive Director presents his compliments and wishes to inform Members and members of the Private Sector Consultative Board that the Organization is currently seeking the services of a Consultant.

2. The Terms of Reference for the Consultancy, together with the necessary information for applicants, is attached. Only applicants short-listed for the post will be acknowledged.

3. Members are kindly requested to bring this Consultancy notice to the attention of qualified candidates.

4. The deadline for applying for this Consultancy position is **27 April 2021**. Applications should be addressed to the Executive Director (ed@ico.org), accompanied by a motivation letter and a curriculum vitae.

INTERNATIONAL COFFEE ORGANIZATION

CONSULTANCY

Terms of Reference

Department/Office:	Operations Division
Duty Station:	Home-based
Type of contract:	Consultancy (Individual expert or company)
Estimated Start Date:	1 May 2021
Duration	5 months with the possibility of extension
Closing Date for Application:	27 April 2021

About the International Coffee Organization

The International Coffee Organization (ICO) is an intergovernmental body, set up in 1963 under the auspices of the United Nations, responsible for implementing the International Coffee Agreement (2007) to strengthen the global coffee sector and promote its sustainable development in economic, social and environmental terms.

The ICO provides a unique forum for the global coffee community, working actively with its Member governments, international organizations, the private sector and all other stakeholders to address the challenges and opportunities facing the global coffee community, including the development and implementation of strategies to enhance the livelihood and the capacity of local rural communities and smallholder farmers to benefit from coffee production.

The ICO Five-Year Action Plan 2017-2021 identified three strategic goals, comprising I. Delivering world-class data, analysis and information to the industry and policy-makers; II. Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors; and III. Facilitating coffee sector development projects and promotion programmes through public-private partnerships.

ICO Member Governments represent 98% of the world's coffee production and two-thirds of world consumption, providing a unique forum for the global coffee community.

The Operation Division

The Operation Division is responsible for the day-to-day operations of the ICO. It encompasses three main functions: a) statistics including data collection, management, analysis and reporting; b) economic research and analysis including the publishing of the ICO Coffee Development Report (CDR) and development, fundraising and monitoring of technical cooperation projects; and c) Secretariat and Communication covering the relations with ICO member states, public and private coffee stakeholders, the organization of ICO annual conferences and meetings and external communication to promote the ICO and its activities with members, coffee stakeholders, development partners and the media.

Terms or Reference

DUTIES AND RESPONSIBILITIES

This consultancy is related to the communication and outreach function of the ICO and it would entail general support and maintenance of ICO websites, including timely and relevant updating of the news feed, publications and reports and the events calendar. The consultant will promote ICO activities, online events and webinars through the ICO's social media channels and help to grow the ICO community of practice. The consultant will help to edit and develop the layout of ICO publications and working papers. To foster its advocacy function, ad-hoc communications campaigns on key issues may be developed and executed. The consultant will manage press engagement and maintain effective working relationships with communications focal points at partner organizations. This consultancy should enable the ICO to support its Members and advocate for the coffee sector as a whole, addressing the needs of coffee producers especially given low coffee prices and the impact of covid-19.

This consultancy is connected to the ICO theme for coffee year 2020/21 *Coffee's Next Generation - Recovering from the impact of the pandemic* and the preparation of the Coffee Development Report 2021. It is also related to the implementation of the initiative "Coffee's Next Generation", launched during the celebration of International Coffee Day 2020. This initiative aimed at helping and investing in some of the most vulnerable people in the coffee sector, the youth. This new initiative will enable young people to contribute to a better recovery from the pandemic making the future of the coffee sector brighter, more sustainable and prosperous for all.

Expected Outcomes

Regularly and effectively promoting the work of the ICO and disseminating through ICO websites, social media, the ICO membership and engagement of specialized and generalist press and media.

Objectives and key results (OKRs)

The objective of the consultancy is to assist the ICO in a wide range of communications and outreach tasks. The incumbent shall report to the Head of Operations and be responsible for the following:

- Maintaining the ICO websites and ensuring timely and relevant updates;
- Drafting and posting news stories and event announcements to the ICO web platform covering new developments in the field coffee based on inputs by the supervisor;
- Managing the ICO's social media accounts on Twitter, LinkedIn, Facebook and Instagram, including managing content, leading discussions and growing the user base, as well as other engagement techniques (e.g. campaigns) based on ICO work and coffee-related issues;
- Press management, including drafting press releases, pitching to media and organizing and facilitation of press engagement and interviews.
- Overseeing the management of the International Coffee Day Campaign for 2021.
- Maintaining and updating the ICO events Calendar.
- Providing support in the publication of ICO working papers and reports, including layout, copy editing, publication and wide-reaching dissemination.
- Providing overall support to the successful running of the webinars and virtual events.
- Assisting with promoting ICO events and interaction with external organization to facilitate interviews and inputs provided by ICO management and experts.
- Assisting in the identification, design and implementation of new knowledge sharing processes and mechanisms for the ICO, including those which capitalize on the ICO's web platform.
- Assisting in other outreach tasks as necessary.

The average workload for communication is generally as follows:

- Websites/updating (daily)
- Daily social media posting
- Press releases (5-12 a year)
- Support for ICO publications and articles (3-6 a year)
- Interaction with the media/ press (approx. 2 per week)

- Support to the September session of the International Coffee Council (weekly)
- Assistance to ICO management/experts for interviews and participation in webinars/events and (1-2 per month).

Required Qualifications of the consult(s)/service provider	
Education & Experience	- Proven expertise in communication and outreach. - Experience in communication, advocacy and external relations in an international context/organization and/or in agribusiness or commodity context is strongly desirable. Specific knowledge of the coffee sector is an asset.
Language(s)	- Excellent communications skills, both oral and written, in English (preferably as a mother tongue). Knowledge of other official languages of the Organization (Spanish, Portuguese and French) would be an asset.
Specialised Knowledge	- Experience in maintaining websites (Wix.com) and social media as well as on online platforms - Experience in engaging with press and media and in drafting press releases, methodical approach, tact and ability to work under pressure and subject to strict deadlines. - Good organizational skills and innovation and creativity capabilities. - Graphic design skills - Ability to establish and maintain good working relations with government representatives, international organizations, private sector companies and organizations, NGOs, academia and the research community. - Experience in working in a multicultural environment is an asset.
Estimated Budget	The overall amount available for this consultancy is £12,000.

How to apply

- Interested candidates are invited to submit their CVs to ED@ico.org, by 27 April 2021 at the latest, referring to this advertisement.

Posting period:

- From 30 March to 27 April 2021
- ICO only accepts duly completed applications with a motivation letter and a Curriculum Vitae using:
    - Can be downloaded https://europass.cedefop.europa.eu/sites/default/files/ecv_template_en.doc
    - or online and saved https://europass.cedefop.europa.eu/editors/en/cv/compose
    - Your application will be acknowledged **only** in the case that you are shortlisted for an interview. Candidates may be tested in all relevant areas.

- For further information please refer to: www.ico.org

No Fees:

- The ICO does not charge a fee at any stage of its recruitment process (application, interview, processing, training or other fee). The ICO does not request any information related to bank accounts.