



RIGHTS AND RESOURCES INITIATIVE

Request for Proposals

CLARIFI Communications Consultant

The Rights and Resources Initiative is requesting proposals for consulting services beginning **April 2025**.

If interested in providing services to our organization, please review this request and submit a proposal by **March 25, 2025 at 5pm Eastern**.

About RRI

The Rights and Resources Initiative (RRI) is a global coalition of over 200 organizations dedicated to advancing the forest, land, and resource rights of Indigenous Peoples, Afro-descendant Peoples, local communities, and the women within these groups. RRI leverages the power of its global coalition to amplify the voices of local peoples and proactively engage governments, multilateral institutions, and private sector actors to adopt institutional and market reforms that support the realization of rights. Its members capitalize on each other's strengths, expertise, and geographic reach to achieve solutions more effectively and efficiently. By advancing a strategic understanding of the global threats and opportunities resulting from insecure land and resource rights, RRI develops and promotes rights-based approaches to business and development and catalyzes effective solutions to scale rural tenure reform and enhance sustainable resource governance.

About CLARIFI

RRI and Campaign for Nature (CfN) launched the Community Land Rights and Conservation Finance Initiative (CLARIFI) in January 2022. CLARIFI is an international funding mechanism that aims to scale up support for Indigenous Peoples, local communities, and Afro-descendant Peoples to secure their land and resource rights and strengthen their natural resource stewardship.

Governed by Indigenous and local community rightsholders themselves, CLARIFI funds projects in lower and middle-income countries and all ecosystems to advance the integrated goals of justice, climate, conservation, and development. It deploys grants of US\$100,000 to US\$1 million and supports rightsholders' organizations as a pass-through financial mechanism for larger grants between US\$1–\$50 million. For more information, see www.clarifirights.org.

Terms of Reference

RRI/CLARIFI is looking for a skilled communications consultant or agency to provide ongoing support in refining and strengthening CLARIFI's communication strategy. The consultant will enhance both internal and external messaging while boosting engagement with key stakeholders. Working closely with CLARIFI's Director, the consultant will design and implement strategic communication initiatives that align with the organization's objectives and elevate its overall messaging.

Deliverables and Timeline

Work on all deliverables will be ongoing until December 20, 2025.

- **Write, edit, and proofread external communications about CLARIFI's projects.**
 - Deliverable: Polished and error-free communications materials (e.g., press releases, newsletters, reports).
 - Timeline: Ongoing, with monthly reviews.
- **Enforce branding guidelines to ensure consistency across all CLARIFI communications.**
 - Deliverable: Brand-compliant materials (e.g., templates, graphics, documents).
 - Timeline: Ongoing, with quarterly audits.
- **Support CLARIFI's Director and Steering Committee members with talking points for media engagements and in developing opinion pieces and blog posts to avail strategic outreach opportunities.**
 - Deliverable: Tailored talking points, op-eds, and blog posts.
 - Timeline: As needed, with at least 2-3 pieces per quarter.
- **Ensure that the CLARIFI website content is accurate, effective, consistent, and accessible to its target audience.**
 - Deliverable: Updated and user-friendly website content.
 - Timeline: Ongoing, with bimonthly content reviews.
- **Conceptualize, create, and distribute compelling multimedia content to share impact stories from ongoing pilot projects in Africa, Asia, and Latin America. This may require travel to project sites to conduct interviews with community members and provide coordination and communications support for key events to advance CLARIFI's mission.**
 - Deliverable: multimedia content (e.g., blog posts, presentations, factsheets, social media graphics, podcasts, videos, and press materials as needed).
 - Timeline: Ongoing, with at least 1-2 multimedia pieces per month.

- **Define Key Performance Indicators (KPIs) and analyze metrics for CLARIFI’s website and digital content and implement changes to improve performance.**
 - Deliverable: Monthly performance reports and actionable recommendations.
 - Timeline: Ongoing, with monthly reporting and quarterly strategy adjustments.
- **Support RRI’s donor relations team with writing and editing reporting of CLARIFI projects.**
 - Deliverable: High-quality donor reports and project updates.
 - Timeline: ongoing, aligned with donor reporting deadlines.

Eligibility Criteria

Minimum Qualifications

- Experience working with non-profit organizations within the past five years; more specifically within the climate, human rights, and/or environmental space.
- Excellent skills in MS Office, Canva, Mailchimp, and using website content management systems.
- Ability to meet tight timelines and deliver quality products quickly
- Excellent communication skills in English
- Ability to deliver all components outlined within established budget and timeline.
- Willingness and ability to undertake travel to project sites or related events.
- Ability to work collaboratively with internal stakeholders.

Preferred Qualifications

- Proficiency in Adobe Creative Suite, video editing, and producing podcasts.
- Working proficiency in Spanish or French.

Key Contract Terms

Contract Type

This will be a time plus materials contract. The consultant will be paid an hourly fee for all activities undertaken against the terms of reference, plus reimbursement of any approved expenses/materials.

Expenses

RRI will directly pay for expenses, including:

- International and domestic flights and lodging, when required for visits to project sites or key CLARIFI events.

The following expenses will be reimbursed at cost based on receipts/documentation of actual expenses:

- Other approved travel expenses for meals, ground transportation, and incidentals.

All other projected costs/expenses must be included in the consultant's proposal. Consultant is responsible for ensuring that they have all required insurance, certifications, and/or licenses, and that they meet all legal requirements to provide services in the location where the work is being performed.

Equipment and Supplies

Unless stated included otherwise in the proposal, the consultant is responsible for providing all equipment, software, and/or supplies required to perform the services.

Submission Requirements

Proposal must include:

1. Individual and/or company name, location, and contact information (including email, phone number, website, and social media profiles).
2. At least two writing samples demonstrating strategic communications work for digital or print media. Include links if published work.
3. Documentation of relevant experience and examples of previous work.
4. A budget proposal that includes line items for professional fees (calculated as an hourly rate in USD multiplied by an estimated number of person/hours per team member), reimbursable expenses, any administrative or other ancillary costs.

Please submit your proposal as a PDF file to Deborah Sanchez at dsanchez@rightsandresources.org.

The deadline for submission is 5:00pm ET on March 25, 2025.

Evaluation Criteria

Proposals will be scored based on the following parameters:

- Organization/consultant work history & experience (40%)
- Quality of writing samples (35%)
- Cost (25%)

Ethical Behavior

RRI is committed to maintaining the highest standards of integrity, transparency, and ethical conduct in the procurement process. We expect all vendors and consultants to adhere to ethical business practices and comply with applicable laws and regulations. Any attempt to influence the procurement process through unethical means, including but not limited to fraud, bribery, or conflicts of interest, will result in immediate disqualification.

RRI's procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. If any individual or organization becomes aware of potential violations of ethical standards related to

this procurement process, we encourage prompt reporting to our hotline at www.lighthouse-services.com/rightsandresources. By submitting a proposal, the bidder acknowledges this commitment and agrees to conduct all interactions with RRI in an ethical and transparent manner.