

# Social Media Strategy Consultancy Request for Proposal

## Consultancy Purpose

Globethics has undergone a significant transformation over the past few years, reflected in a refreshed identity and new [Strategy 2023-2027](#). As part of this Strategy, an increased focus has been placed on communications and digital marketing, including promoting brand awareness by improving our social media presence.

The purpose of the Consultancy is to create a strategic plan to sustainably increase Globethics' following and engagement on our social media platforms over the next four years. This includes: 1) drafting and defining the strategic plan, 2) supporting the Globethics team in developing the resources to carry them out, and 3) monitoring success against Globethics' targets.

## Context: About Globethics

[Globethics](#) is an international non-governmental organisation working for ethical leadership through higher education and global engagement. Registered in Geneva, Switzerland, as an independent, not-for-profit foundation with an international Board, and affiliated centres across the globe, Globethics seeks to be inclusive of diverse cultural, religious, philosophical, and humanist ethical wisdoms, and to be the bridge between the different worldviews on ethical issues.

Globethics aims to equip individuals and institutions for ethical thinking, decision-making and action through higher education and policy engagement from cross-cultural and global perspectives. To achieve this goal, Globethics:

- Empowers and equips students and professionals through higher education, including executive education programmes in ethics as an [accredited provider of online courses](#);
- Develops and spreads knowledge about applied ethics through networking, collaborative research, [publications](#) and open-access resources via the [leading free online library on ethics](#);
- Supports [ethical standard setting](#) and implementation for institutional development; and
- Engages with policymakers on the international, national, regional and local governmental level, and with higher education institutions, in multi-stakeholder academic and policy dialogues on global issues for transformative ethical leadership.

The organisation's team comprises a total of 21 professionals based in its Head Office in Geneva and in other Centres in Argentina, Ghana, India, Indonesia, Kenya, South Africa, and Tunisia, in addition to external consultants.

See our full [Vision, Mission and Values and Theory of Change](#).

## 20<sup>th</sup> Anniversary

In 2024, Globethics celebrates 20 years since its foundation. A series of celebrations are planned to mark the anniversary, and the milestone represents an important opportunity for engagement and growth across our online and offline presence. The social media strategic plan should incorporate and capitalise on the anniversary and related activities set to take place during the year.

## Communications objectives

Globethics has the strategic objective to continuously position itself as a global, multicultural, inclusive, change-making institution in higher education and global engagement for ethical leadership. The Strategy 2023-2027 envisages that Globethics not only enhances and empowers its own communication as an organisation, but that it also gives and empowers the voice of its network and constituents on the global stage and wherever it is represented.

More specifically, in relation to social media, Globethics aims to have 30,000 engaged social media followers across our platforms (currently LinkedIn, Facebook, Twitter/X, YouTube and Flickr) by the end of 2024, and 100,000 by the end of 2027, according to the targets set out in the Strategy 2023-2027. As of February 2024, we have over 16,200 followers.

Importantly, the Strategy also has the ambition to be inclusive of regional, cultural, religious, and linguistic diversity and that they be clearly visible in communication and engagement. More specifically in terms of languages, the goal is to generate content and facilitate engagement in English, Spanish, French, Chinese and Arabic.

## Mission Outline and Specifications

### 1. Define the social media strategic plan

Create a long-term strategic plan for Globethics' social media presence to support the Communications and Digital Marketing team in achieving the above targets for social media followers. The plan should include strategic guidelines for:

- Key messages
- What to post (visuals, copy)
- When to post
- Reaching and engaging the target audience(s)
- Paid social media marketing
- Collaborating with influencers, bloggers and news outlets
- Following and adapting to social media trends

### 2. Developing content resources

Create guidelines for visual content and copy to drive reach, engagement and follower growth.

Collaborate with the team to develop a library of content resources based on the developed guidelines that can be used across social media platforms (advise on templates, photos, and other visual elements as well as on storage and sharing options).

### 3. Monitor the success of the social media strategic plan

Following the submission of the strategic plan, hold monthly meetings with the Communications and Digital Marketing team to assess the effectiveness of the social media strategic plan and propose any changes to increase efficacy and support the achievement of targets. This after having established the baseline for evaluation and the monitoring framework / tool.

## Timeframe

Date	Deadline
24 March 2024	Deadline for bid
31 March 2024	Appointment of Consultant
April 2024	Develop strategic plan together with Globethics team
30 April 2024	Submit strategic plan
May-December 2024	Monthly meetings to assess success of the strategic plan and to adjust accordingly

## Qualifications

- Proven track record of using social media to build brand awareness, ideally for international and/or non-governmental organisations
- Thorough understanding of all social media platforms
- Excellent content creation skills
- Experience with graphic design, photo editing, and publishing
- Ability to identify target audiences' preferences and produce tailored content
- Deep knowledge of social media analytics
- Strong verbal and written communication skills;
- Project management knowledge and skills

## Application Process

Candidates, individuals and companies, are invited to **submit an offer**, including a description of the process (methodology, detailed timeline, etc.), with their portfolio and presentation of the lead person, including team members who would be involved as applicable, and a detailed budget, **in one PDF document** entitled, "NAME\_Social\_Media\_Consultant\_2024" to [jobs@globethics.net](mailto:jobs@globethics.net) by **24 March 2024**.