



Terms of Reference:

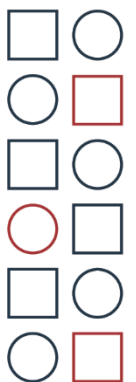
# Writer, Storytelling: Global Communications

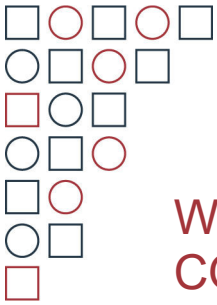
June 24, 2024

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**Deadline for receipt of submissions:**

**July 19, 2024 at 12:00PM Ottawa (EST)**





# WRITER, STORYTELLING: GLOBAL COMMUNICATIONS

## TERMS OF REFERENCE

Nutrition International is recruiting an individual Consultant to perform the duties specified in this ToR. Nutrition International is committed to the fundamental principles of equal employment opportunity. Women are encouraged to apply.

## ABOUT NUTRITION INTERNATIONAL

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For over 30 years, we have focused on delivering low-cost, high-impact nutrition interventions to people who need them. Working alongside governments as an expert ally, we combine deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost. Our Investment Case, the first for a nutrition organization, showcases our low-cost, high-impact approach as well as our health and human capital impacts.

We serve as a force multiplier across the development ecosystem, using our unique combination of capabilities to help countries overcome barriers to scaling up nutrition, increasing domestic resource mobilization, and building local government capacity and ownership. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life.

## CONSULTANCY OVERVIEW

We are seeking a skilled writer to produce narrative impact articles and scripts for short videos. This person has a knack for translating technical achievements into approachable, friendly copy without compromising depth or accuracy. They are meticulous with facts, write clear copy, and know how to weave a compelling narrative whether for a web article or video.

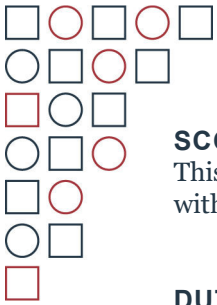
- For articles, the consultancy will include utilizing existing interviews as well as conducting new interviews were needed
- For video scripts, the consultancy will utilize existing footage filmed across countries in Africa and Asia. The writer will support post-production by developing scripts following the objectives of a brief.

This work falls under Nutrition International's Global Communications team. This person will be a valuable addition that will enhance and strengthen Nutrition International's suite of editorial content. Stories will focus on the areas of child survival, adolescent nutrition, maternal and newborn health and nutrition, and food fortification.

## OBJECTIVES

The main objective is to produce stories that will be published on Nutrition International's website and distributed through social media. Working closely with the Manager, Storytelling, the writer will leverage the library of existing interviews to create compelling articles and script mini-documentaries (3-5mins). This content will strengthen our brand awareness and invite more people to become familiar with us and our work.

The writer will adhere to the Nutrition International Writing Style Guide (based on the Canadian Press Style Guide). All pieces will need to follow a quality review process.



### **SCOPE OF WORK**

This will be a long-term, on-demand agreement. Stories will be assigned on a rolling basis with an expected cadence of 2-3 per month.

### **DUTY STATION/LOCATION**

This position is remote-based and will be supporting Nutrition International's Global Communications team, which is based in Ottawa, Canada.

### **PROFILE/QUALIFICATIONS OF CONSULTANT**

For this service, Nutrition International requires a writer with the following experience and technical capacity:

- 5+ years of writing experience, portfolio required
- Professional experience writing video scripts
- Experience working with technical subject matter, particularly with topics related to health, nutrition, and international development
- A strong record of meeting deadlines and consistent attention to detail
- Experience working with non-profits and international development organizations
- Meticulous attention to detail
- Excellent editorial judgment

### **SUPPORT PROVIDED BY NUTRITION INTERNATIONAL**

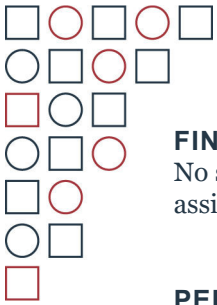
The consultant is expected to provide their technical expertise in a timely manner to fulfill storytelling needs upon request. Nutrition International will provide the writer with the following:

- Initial information about the assignment, including the subject matter, access to existing materials, word count and requested deadline.
- Access to the Nutrition International Writing Style Guide to ensure editing done to our standards
- Provide direction and feedback in a timely fashion

### **DELIVERABLES**

For each assignment, the consultant is expected to do the following:

- Provide an accurate estimate of time and cost when initially contacted about a potential assignment
- Complete the assignment in accordance with Nutrition International's style guide and industry best practices
- Incorporate feedback provided on drafts
- Submit a complete and accurate invoice in a timely manner once the assignment is complete



### **FINANCE AND ACCOUNTING REQUIREMENTS**

No specific requirements, but detailed quote and invoice to be provided for every individual assignment.

### **PERFORMANCE MONITORING**

Contract performance will be measured by regular customer satisfaction survey for work delivered, availability to take on work when requested and adherence to turn-around time agreed at the beginning of each work order.

### **APPLICATION PROCESS**

Interested candidates should submit the following documents in English by email to **proposals@nutritionintl.org**. Please include “Writer, Storytelling” as part of the subject line.

All proposals must include the following:

- Detailed CV with 3 references from brands or organizations with whom the applicant has done similar writing work.
- A link to a portfolio of relevant samples where the applicant has been the writer.
- A financial proposal in CAD, including day, hourly or per-word rates.

**Due date: July 19, 2024 by 12:00PM Eastern Daylight Time (GMT-5)**

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