

PUBLIC RELATIONS CONSULTANT - INDIA

CLASP is seeking a PR consultant to support media relations, and public relations priorities in India.

DUE: 13 FEBRUARY 2023 at 23:59 IST **QUESTIONS: kjoseph@clasp.ngo**

About CLASP

CLASP serves at the epicenter of collaborative, ambitious efforts to mitigate climate change and in the global movement for clean energy access, through appliance efficiency. Our mission is to improve the energy and environmental performance of the appliances & equipment we use every day, accelerating our transition to a more sustainable world. We work hand-in-hand with governments, experts, industry, consumers, donor organizations and others to propel policies and markets toward the highest quality, lowest resource-intensive appliances possible.

CLASP has worked in more than 100 countries since inception in 1999. CLASP is headquartered in Washington, DC, with teams in China, Europe and the United Kingdom, India, Indonesia, and Kenya. We are [mission-driven](#) and committed to a culture of diversity, transparency, collaboration, and impactful work. See our [Team Page](#) to learn more about us.

Introduction

The purpose of this Request for Proposal (RFP) is to identify the appropriate agency to support CLASP's strategic communications, media relations, and public relations priorities in India. CLASP's growing global portfolio drives the mission of appliance efficiency for people and the planet. We are looking to partner with a PR consultant that will provide strategic counsel and direction, actively share and promote our message, amplify our successes, and secure opportunities – at the national, regional, and local levels.

As our agency, the selected firm or PR consultant will be responsible for assisting in the development and support of CLASP's public relations and media efforts to maximize communications aimed at key reporters and media outlets – digital and traditional.

Background

The selected agency's responsibilities will include the below objectives:

- Tell the story of CLASP's strategies, programs, successes and opportunities in India to media across the country.
- Build engagement, trust, and advocacy through strategic communications.
- Establish a network of warm media contacts in key outlets across India; broader network across Asia preferred but not required.
- Conduct media training for CLASP's India team for press engagements and other media opportunities.
- Elevate CLASP's thought leadership and identify opportunities for CLASP to contribute to broader narratives on climate, environment, health and energy topics.
- Identify industry and national media trends to help shape our messaging.

- Enhance the credibility of the organization in its effectiveness in appliance efficiency to mitigate climate change effects.
- Strengthen public relations efforts to attract new advocacy and civil society organization partners across chemicals, health, environment and energy sectors.
- Position CLASP as an ambassador for climate change mitigation, clean energy access and other health topics in India.

Timeline

Contract Timeframe: 31 March 2023 – 30 September 2023

Deadline for Application: 13 February 2023, 23:59 IST

Application includes registering as a Consulting Partner and submitting the financial proposal and the following application materials per the instructions below.

Deadline for Questions: 31 January 2023, 23:59 IST

All questions must be addressed in English to Karishma Joseph at kjoseph@clasp.ngo. We request all inquiries be made to this e-mail address and not by phone.

Scope of Work

Task 1: Media Relations

Create and implement a comprehensive media & public relations plan that adheres to CLASP' communications strategies and standard operating processes.

- Relationship building and in-person meetings with media
- Relevant industry speakership opportunities
- Thought-leadership positioning
- Develop and maintain a targeted media list
- Cultivate and maintain relationships with reporters, editors at key media publications, outlets, programs, etc. relevant to CLASP
- Proactively pursue media opportunities - targeting all forms of media: broadcast, digital, podcasts, print, etc.
- Conduct media training session for all team members.

Task 2: Reporting Mechanism

- Provide written monthly and quarterly reports to show status and/or result of coverage.
- Monthly reports should be received by 5th of the succeeding month.
- Quarterly reports should be received by the 10th of the first month in the next quarter.

Key Qualifications

- Prior / current work experience with clients in the non-profit space.
- Demonstrated history of using communications and powerful messaging to drive behavioral change.

Submittal

Register as a Consulting Partner

Interested parties must [register as a CLASP Consulting Partner](#).

Submit Scope of Work Proposal

Interested parties should submit proposals electronically, in English, to Karishma Joseph (kjoseph@clasp.ngo). The files should be named as per the following example:

[CONTRACTOR_NAME] _SOW Proposal_ RFP YYYY-MM-DD

SOW Proposal must include:

- Proposed activity plan to meet objectives and execute tasks mentioned above
- CV(s) of proposed personnel
- Past work – 3 placed articles
- Target media list for proposed activities
- 2 letters of recommendation outlining working relationship and past record of placements
- Budget for all proposed activities. GST will not apply as CLASP is a non-profit.

Evaluation Procedure

A committee within CLASP's India office will evaluate proposals received.

CLASP looks forward to reviewing your responses and would like to thank you in advance for your participation in this Request for Proposals. CLASP will notify all respondents who submit proposals when a decision has been made.

CLASP is an equal opportunity employer that celebrates diversity and are committed to creating an inclusive environment for all employees. CLASP's goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. CLASP complies with all federal, state and local employment law in the countries we operate and is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity or expression, pregnancy, disability, political affiliation, personal appearance, family responsibilities, matriculation, genetic information, military or protected veteran status, credit information or any other characteristic protected under federal, state or local law.

Each person is evaluated based on personal skill and merit. CLASP's policy regarding equal employment opportunity applies to all aspects of employment, including recruitment, hiring, job assignments, promotions, working conditions, scheduling, benefits, wage and salary administration, disciplinary action, termination, and social, educational and recreational programs.