

Expression of Interest: Communications and Media Consultant for CLASP Program in Brazil

CLASP is seeking an ad hoc Communications and Media Consultant to support communication and media outreach activities related to the CLASP Program in Brazil. Activities will include coordinating a network of communication partners, placing stories in relevant media outlets, and advising on strategic communications to achieve policy and advocacy goals. The candidate must be fluent in both English and Portuguese.

DUE: 15 November at 23:59 ET **QUESTIONS: aross@clasp.ngo**

About CLASP

CLASP is the leading global authority on efficient appliances' role in fighting climate change and improving people's lives. With 25 years of expertise and offices on four continents, CLASP collaborates with policymakers, industry leaders, and other experts to deliver clear pathways to a more sustainable world for people and the planet.

See our [Team Page](#) to learn more about us.

Background and Introduction

CLASP is seeking an on-contract consultant to support the dynamic communication and media outreach needs of CLASP's Brazil program and team. The contracted consultant will collaborate closely with our local Brazilian consultants, as well as member of CLASP's communications team based on the east and west coasts of the US, and Kenya. The consultant's activities will include coordinating a network of communication partners, placing stories in relevant media outlets, and advising on and implementing strategic communications to achieve policy and advocacy goals. The candidate must be fluent in both English and Portuguese.

In Brazil, CLASP collaborates with the Ministry of Mines and Energy (MME), the National Institute of Metrology, Standardization and Industrial Quality (Inmetro), and the National Electricity Conservation Program (Procel), among other stakeholders from the public and private sectors, to advance and improve efficiency policies for energy-consuming products.

CLASP helps governments make ambitious changes with far-reaching benefits for people and planet. CLASP identifies proven solutions, strengthens consensus on policy options, and pushes for collective action to make high-quality, climate-friendly appliances accessible to all.

Bridging the gap between analysis and implementation, CLASP reveals where the appliance sector currently stands, where it needs to go, and how to get there. Through collaborations and partnerships, we have become a trusted resource in over 90 countries across five continents. Our global track record and deep technical expertise position CLASP as the go-to support for leaders and doers.

Scope of Work

As a contracted consultant, you will provide as-needed support on communications and media outreach activities for CLASP Program in Brazil a in the scope of work below:

Task 1: GENERAL COMMUNICATIONS SUPPORT

- Digital content creation under the CLASP brand, including designing and drafting social media posts, writing web articles and drafting press releases
- Supporting program team on presentations, talking points, and other general day-to-day communication tasks
- Develop communication plans for high level publications, policy decisions, etc. – ensuring the output reaches intended audiences

Task 2: COORDINATING COMMUNICATION PARTNERS NETWORK

- Lead the creation and management of a network of local communication partners, including ownership over relevant administrative tasks, on behalf of CLASP
- Translate and report group projects, decisions, outcomes, and achievements to CLASP communications team

Task 3: MEDIA ENGAGEMENT

- Place stories that support policy and advocacy goals
- Forge relationships between CLASP's experts and journalists

Key Qualifications

1. 5+ years of professional experience in journalism, strategic communication, climate communication, or policy communication
2. Excellent written and oral communication skills in both English and Portuguese
3. Existing relationships with journalists is a plus
4. Ability to handle multiple deadlines and complete assignments with minimal supervision in a fast-paced workplace
5. Detailed-oriented, effective, and flexible collaborator committed to diversity and inclusion

Timeline

Contract Timeframe: December 2024 to December 2025

The scope of work, including the consultant's responsibilities and deliverables, will be implemented from December 2024 to December 2025. There is a possibility for renewal thereafter, contingent upon the candidate's performance as the CLASP Program expands in Brazil.

Deadline for Expression of Interest: 15 November

Submit PDF in English to aross@clasp.ngo and [register as a Consulting Partner](#). A full application will follow if you are selected to proceed.

Deadline for Questions: 12 November

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

Submittal

Register as a Consulting Partner

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

Submit CV and Financial Quote

Interested parties should submit the Expression of Interest electronically, in English, by emailing to Alexia Ross at aross@clasp.ngo (preferably in PDF format). The file should be named as per the following example:

[CONTRACTOR_NAME] _EOI_Brazil Comms_ YYYY-MM-DD

The submission should not exceed 8 pages and should include:

- Cover Letter
- CV with summary of related experience and qualifications
- Proposed daily rate (in USD)

CLASP looks forward to reviewing your responses and would like to thank you in advance for your participation in this Expression of Interest. CLASP will notify all respondents who submit EOI's 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.