

Request for Proposals: Digital Communications Consultant, Breathe Cities

Position information

Title	Digital Communications Consultant, Breathe Cities
Contract type	Consultancy Agreement
Duration of assignment	6 months, possible extension
Location	Remote (Asia, Africa and Latin America preferred)
Project	Breathe Cities Communications

General context

Air pollution accounted for 8.1 million deaths in 2021. It's now the second leading risk factor for death, ahead of tobacco use – meaning that people are increasingly more likely to die from breathing toxic air than from smoking.

When it comes to air pollutants like NO₂, over 2.6 billion people live in cities that exceed the World Health Organization's guidelines. Our cities are hotspots for air pollution and climate-warming emissions from the same source: fossil fuels. Nearly everyone who lives in a city is breathing air that is damaging their health, with minority groups and those on lower incomes disproportionately affected.

To tackle this problem, we need local solutions to address this pollution at its source. By working together for clean air, we can tackle the climate emergency and create a healthier, fairer and more prosperous future for the millions of people who live in cities.

About the Clean Air Fund and Breathe Cities

The Clean Air Fund is a philanthropic organisation working globally with funders, researchers, policymakers and campaigners to deliver clean air for all.

[Breathe Cities](#) is a first-of-its-kind initiative from Clean Air Fund, C40 Cities and Bloomberg Philanthropies to clean our air, cut carbon emissions and enhance public health in cities around the world. We bring together air quality data, communities and city leaders in our mission to reduce air pollution and planet-warming emissions by 30% across participating cities by 2030. Building on pilots in London and Warsaw, Breathe Cities programmes are now running in 11 cities worldwide – in Accra, Ghana; Brussels, Belgium; Jakarta, Indonesia; Johannesburg,

South Africa; Milan, Italy; Nairobi, Kenya; Paris, France; Rio de Janeiro, Brazil; and Sofia, Bulgaria. More cities will be announced in the coming months, as we aim to reach 100 cities by 2030.

Scope of work

A new website (breathecities.org) and social media accounts ([X](#), [Facebook](#), [Instagram](#)) were established when Breathe Cities was launched, and support is now needed to develop a digital communications strategy to scale these alongside the programme, as well as manage these channels on a day-to-day basis and report on their impact.

The consultant will be expected to:

- Develop a digital communications plan (including web, social and email) in line with Breathe Cities overall communications strategy.
- Establish and maintain a monthly digital content calendar to support the delivery of this plan across web and social media.
- Manage Breathe Cities social media channels and website on a day-to-day basis.
- Work with the Communications Manager to identify interesting stories from Breathe Cities' work on the ground and how these could be packaged in an engaging way for our digital channels.
- Advise the Breathe Cities team on the best ways to gather strong digital content from their cities, and develop simple guides where needed to support this.
- Create and maintain high quality, search-engine optimised web content targeted at our key audiences.
- Develop an email newsletter, monitor its impact and feed in learnings to improve.
- Manage paid advertising on social media and search (Google Ads).
- Report on the impact and effectiveness of digital communications activities, optimise and share learnings with the team.

Final products and deliverables

- Digital communications plan covering Breathe Cities website, social media and email campaigns.
- 1-5 social media posts per channel, 3-5 days per week.
- Monthly email newsletter.

- Monthly digital content calendar.
- Website content (e.g. blogs) and digital ads as required.

Performance and co-ordination

The Breathe Cities Communications Manager will have overall supervision of the consultant's performance.

The consultant will work closely with the Breathe Cities team, as well as staff from Bloomberg Philanthropies and C40 Cities and wider Clean Air Fund stakeholders in executing his/her assignment under the contract. They will be required to abide by Clean Air Fund policies including the Digital Communications Policy.

Skills & experience

Required experience	• Demonstrable experience in creating and implementing a digital communications, content or marketing strategy • Demonstrable experience managing digital channels for an organisation, brand or campaign • Experience working in campaigning, marketing or communications, or in a startup environment
Desirable experience	• Lived experience in cities in Africa, Asia or Latin America • Experience working in health, social justice, international development, climate change or similar field • Experience working in a global or hybrid / remote environment
Skills	• Fluent English language skills (written and spoken) • Digital channel management • Digital analytics • Digital advertising • Writing and editing for web and social • Understanding of content SEO • Familiarity with email marketing tools such as Mailchimp • Familiarity WordPress or similar CMS

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- Familiarity with social media management tools such as Sprout Social
 - Familiarity with design tools such as Canva
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How to apply

Please submit a short written proposal (this can take either the form of a covering letter and CV or proposal) outlining how you would meet the brief and an overall budget based upon estimated days and day rate and return to lduvel@cleanairfund.org by email by 17:00 (GMT+1) on 5 September 2024.

Timelines

Proposals received	5 September 2024
Shortlisted applicants contacted	Week of 9 September
Interviews	16-27 September