



CALL FOR TENDER

COMMUNICATIONS CONSULTANT SERVICES

BRIEF

1. BACKGROUND AND GENERAL INFORMATION

In 2011, the European Youth Forum started looking at the upcoming 2014 European Elections with concern. The past elections had witnessed a dramatic decline of general participation in the vote in Europe, but the absence of young voters was of particular concern. The European Youth Forum therefore ensured youth and their issues would be higher in the priorities in the run-up to the elections through the League of Young Voters in Europe

The League of Young Voters in Europe (LYV) is a politically neutral initiative that aims to amplify young people's concerns and expectations in the run-up to elections and increase the number of opportunities for young people to shape decision-making in Europe. The League of Young Voters in Europe was instigated and launched by the European Youth Forum (YFJ) — the platform of youth organisations in Europe, together with other partners (Votewatch Europe and IDEA).

One of the main lessons learned both from the results of the European Elections and the experience of the 2014 campaigns, is that the issue of declining voter turnout amongst youth needs to be understood within the wider context of a transforming relationship between young people and democracy. In 2015, the League of Young Voters and the European Youth Forum plan to launch several campaigns that address these issues.

The Forum is looking to contract an independent communications consultant. The successful candidate will be contracted by the European Youth Forum and will liaise with the Coordinator of the League of Young Voters.

3. DESCRIPTION OF THE CONTRACT AND PROFILE

Please provide a brief of the following:

- Your C.V. and profile
- Relevant experience
- How you would approach this role

The League of Young Voters is looking for support from an independent expert in communications to reinforce its promotion work and the outreach of its campaigns in 2015. What we seek most importantly is evidence of strong experience in political campaigning, online community building and management, and in media and social media engagement in Europe.

The tasks of the communications consultant would include:

- Overseeing the development of online tools and content for campaigns of the League of Young Voters under the general theme of youth participation;
- Building and managing the online community of the League of Young Voters;
- Ensuring online links with other similar youth-led campaigns and political actions in Europe.

4. PITCH

The European Youth Forum will do a pre-selection of interested candidates based on the quality of application and according to if the proposal set out matches the needs of the project. The European Youth Forum will then meet with pre-selected candidates mid-February 2015 (timing tbc) at the premises of the European Youth Forum in Brussels (Address: Rue de l'Industrie 10, 1000 Bruxelles).

You will be pitching to:

- John Lisney, Coordinator of the League of Young Voters;
- Alix Masson, Head of Policy and Advocacy
- Sarah Farndale, Communications Coordinator

5. BUDGET AND DURATION OF THE CONTRACT

The estimated maximum amount for the execution of all the tasks referred to in this call for tenders is 30.000 EUR including all charges and expenses.

This amount covers the consultancy fees for a period of 9 months, starting end-February 2015. It is not expected however, to cover any activities-related costs.

**Please send full applications before the 9th February 2015,
and direct any further questions to:**

John Lisney
Coordinator of the League of Young Voters
(john.lisney@youthforum.org).