

## Call for proposals

Communications Strategy Consultant	
<b>Contract</b>	Short-term consultancy (January-April 2026)
<b>Budget range</b>	£3000-£5000 (depending on experience and scope)
<b>Deadline for proposals</b>	Sunday 11 January 2026
<b>Location</b>	Hybrid / IRMO - Unit 9, Warwick House, Overton Road, London, SW9 7JP

### About IRMO

IRMO (Indoamerican Refugee and Migrant Organisation) works to enable the development, agency, and participation of Latin Americans and other Spanish and Portuguese speakers in the UK, by responding to both immediate needs and structural inequalities.

We do this by offering high-quality information and advice services, opportunities for development and training, and a platform to seek social and systemic change. Our work is organised across three main operational areas—Advice and Casework; Education, Training and Employment; and Children and Young People—and one cross-cutting area: Advocacy, Research and Campaigning.

More information is available at [www.irmo.org.uk](http://www.irmo.org.uk).

### About the role

IRMO is seeking an experienced communications consultant to carry out a focused audit and co-develop a clear, practical and values-led communications strategy, alongside a digital and social media framework that strengthens our voice and consistency across audiences.

We are looking for someone with strong knowledge of the UK charity sector and experience in advocacy, risk and crisis communications, and community-centred storytelling, ideally within migration, human rights or related fields. A key part of the role will be building IRMO's internal capacity, so that high-quality, consistent communications can be sustained after the consultancy ends.

## Key duties & responsibilities

The proposed scope below is indicative. We welcome applicants to suggest refinements or alternative approaches where appropriate.

### 1) Discovery and audit

- Kick-off meeting with the CEO and Senior Management Team
- Communications audit covering:
  - Brand and messaging
  - Website and key digital channels
  - Social media presence and content types
  - Use of basic analytics and performance indicators
  - Media and external positioning
- Audience and stakeholder mapping, including key needs, opportunities and risks.
- Review of safeguarding, consent and data protection considerations in communications and storytelling.
- Short audit and insights briefing highlighting key issues, priorities and recommendations.

### 2) Strategy development

- Co-creation of a medium-term communications strategy (indicatively up to three years), aligned with IRMO's organisational goals around advocacy, visibility, engagement and sustainability.
- Definition of:
  - Brand narrative and positioning
  - Core messages and tone of voice
  - Adaptable message frameworks for key audiences
- High-level guidance on crisis and risk communications for IRMO's key areas of work.

### 3) Digital and social media plan

- Channel-level guidance for key platforms (e.g. website, LinkedIn, Whatsapp and other relevant social channels).
- A content calendar template (approximately three months), including illustrative examples of posts, copy style and asset requirements.
- Recommendations on measurement and reporting, focusing on a small set of meaningful KPIs and simple review / learning processes.

#### 4) Brand toolkit and templates

- Review and light refinement of existing brand guidance.
- Development of a small set of practical, low-lift templates to support consistent communications (e.g. social posts, videos, simple graphics, case studies or stories, briefings)

#### 5) Capacity building and handover

- Two training or workshop sessions for staff and/or volunteers focused on applying the strategy in practice and using the tools and templates confidently.
- Final handover pack consolidating key outputs.
- One follow-up clinic session to address questions and refinements after initial implementation.

### Person specification

*E = Essential - D = Desirable*

#### Qualifications, Experience & Knowledge

- Significant experience developing communications strategies for charities/NGOs **(E)**
- Demonstrated experience in advocacy or policy communications and risk/crisis communications in sensitive contexts **(E)**
- Strong understanding of the UK media, political and funding landscape relevant to migration or social justice work **(E)**
- Experience working with audience-segmented messaging and multi-channel communications **(E)**
- Knowledge of safeguarding, informed consent and GDPR considerations in communications **(E)**
- Experience working bilingually or biculturally with migrant communities; Spanish/Portuguese language skills an asset **(D)**

#### Skills & Abilities

- Ability to translate strategy into practical, usable tools for busy teams **(E)**
- Strong writing and messaging skills, with the ability to adapt tone across audiences and channels **(E)**
- Commitment to accessible and inclusive communications practices **(E)**

## Deliverables and how to apply

Phase	Timing	Key Deliverables
<b>1. Discovery and audit</b>	Weeks 1-2	<ul style="list-style-type: none"> <li>• Kick-off meeting</li> <li>• Comms audit (brand, messaging, channels)</li> <li>• Audience &amp; stakeholder mapping</li> <li>• Audit &amp; insights summary</li> </ul>
<b>2. Communications strategy</b>	Weeks 2-5	<ul style="list-style-type: none"> <li>• 3-year communications strategy</li> <li>• Brand narrative, key messages &amp; tone of voice</li> <li>• Audience-specific message sets</li> <li>• Crisis &amp; risk communications guidance</li> </ul>
<b>3. Digital and social media Plan</b>	Weeks 4-6	<ul style="list-style-type: none"> <li>• Channel playbooks (website &amp; social)</li> <li>• 3-month content calendar template</li> <li>• Measurement &amp; reporting guidance</li> </ul>
<b>4. Brand toolkit and templates</b>	Weeks 5-7	<ul style="list-style-type: none"> <li>• Updated brand guidelines</li> <li>• Development of templates and basic video guidance</li> </ul>
<b>5. Capacity building and handover</b>	Weeks 8-10	<ul style="list-style-type: none"> <li>• Two staff training sessions</li> <li>• Final handover pack</li> <li>• Post-launch clinic</li> </ul>

To apply, please submit a short proposal outlining your approach, relevant experience and indicative timeline, and send it by email to [people@irmo.org.uk](mailto:people@irmo.org.uk), with the subject line “Communications Strategy Consultant”.

The deadline to submit your application is midnight on Sunday 11 January 2026. Late applications won't be considered.

If you have any questions about this consultancy, please contact Karen Torres, at [karen.torres@irmo.org.uk](mailto:karen.torres@irmo.org.uk).

*We wish you the best of luck with your application.*