

Pro bono opportunity with NRC:

Content and brand building review

NRC is currently expanding its efforts to raise funds and engagement from general public audiences in several European countries. As part of this work the External Relations Department of NRC is engaging a consultant to support efforts to increase the quality and efficiency of our communication.

NRC has ambitious goals for private individual fundraising, raising flexible funds to assist people in need. Through our communication we want to highlight that contributing financially is a strong way of engaging to support people forced to flee. We aim to communicate so that our audiences can visualise and relate to the feelings and experiences of people forced to flee, and subsequently recognise the importance of what we do. Seeing how we are performing in this area, as well as how we can improve, will help us increase fundraising for NRC's work.

Time frame:

We are looking for an analysis of our communication work for January – March 2021. The analysis can be carried out any time in April and should be delivered in early May 2021. The total time frame is 10-15 hours.

Desired outcomes/deliverables of the project:

An independent review on how day-to-day communication products perform and reflect identity and communication strategies over time.

Qualifications and requirements:

We are looking for a communication expert with special interest in brand building. Analysis and discussion of findings can happen remotely and over Zoom. NRC will provide access to all published communication products, as well as relevant plans and strategies.

If you are interested, please send an email to corporate@nrc.no by 10 April 2021. Please add "Friends of NRC Pro Bono Opportunity" as the subject title.

About NRC

The Norwegian Refugee Council is an independent humanitarian organisation helping people forced to flee. We work in crises across more than 30 countries, where we help save lives and rebuild futures. In 2019, we assisted 9.1 million refugees and internally displaced people with services like shelter, water, education, food, livelihoods, legal support. To learn more, visit nrc.no.



Appendix:

Channels:

- NRC on [Facebook](#)
- NRC on [Instagram](#)
- NRC [web](#)
- NRC on [Twitter](#)

Tasks:

	Hours
Monitor communication products for brand and quality reporting	8-10
Produce report, including suggested improvements and adjustment	3
Present report, including discussion	2