

REQUEST FOR PROPOSALS

STRATEGIC COMMUNICATIONS AT INTER PARES

PURPOSE

Inter Pares is seeking to strengthen its strategic communications program. We require external support to develop a strategic communications plan, informed by meaningful feedback and consultation with staff and other stakeholders.

The successful proposal will outline a plan to co-develop a practical, organization-owned strategic communications plan that integrates roles and workflows. The plan should also be explicit about trade-offs and tensions that will exist due to team capacity, adherence to communications goals and the wide breadth of Inter Pares programming.

BACKGROUND

Inter Pares—*among equals*—was founded in 1975 to address injustice and inequality around the world. From our office in Ottawa, Canada, we work with more than 70 social justice organizations across 15 countries to address the root causes of inequalities with locally-led solutions. We are committed to solidarity, not charity, as our approach to international cooperation.

Inter Pares is an intersectional feminist social justice organization. Staff are co-managers, managing the institution through consensus decision making. Though everyone plays a different role, we share equal responsibility for the organization, equal participation in decision making and an equal base salary. There are currently 22 co-managers.

Communications at Inter Pares is led by three co-managers who work in close collaboration with all staff to identify program goals and objectives, create content/products and plan campaigns. The communications team works closely with the fundraising team.

OUR NEEDS

The Inter Pares team—including the communications team—has grown in recent years. Co-managers have diverse understandings of communications at Inter Pares and varied levels of engagement with the communications team. We are at a critical moment when the organization needs to re-develop a shared view of communications at Inter Pares, and

re-affirm or newly establish communications objectives and clear, consistent, collaborative processes to engage with the communications team and support communications goals.

Primarily, we are seeking to develop clarity around:

- Communications objectives
- Key audiences
- Decision making authority and accountability
- Workflow structures and processes
- Volume, pacing and prioritization of work
- Priority setting
- Roles in implementation across teams

KEY CONSIDERATIONS AND CAPACITIES

- Inter Pares places a strong emphasis on the need for concrete, operational outcomes and workflows that can be put into practice by staff.
- Given Inter Pares' flat structure and highly collaborative working style, all staff must be meaningfully involved in this process. The type of involvement can be mutually agreed to by Inter Pares and the contractor, at intervals that are most supportive of the process. Demonstrated willingness to facilitate in-person workshops, consultations and feedback sessions is a necessity.
- Special consideration will be given to proposals that reflect experience working within the social justice sector (especially organizations with a fundraising program) and/or with non-hierarchical organizations.
- The ability to work in English and French is a strong asset.

PROJECT SCOPE AND DELIVERABLES

Inter Pares staff have begun conversations to gather information to inform this process. However, we require external support to structure and facilitate fulsome conversations with staff around key themes to be identified in collaboration with the Inter Pares communications team. We then require support to organize the results of these conversations into a strategic communications plan that includes objectives, key audiences, roles and responsibilities, methods, tools and operational workflows for common communications products.

Project deliverables must include:

- Creation of a strategic communications plan, anchored in our organizational values, that includes:
 - Clear communications goals—*the why*
 - Core audiences, what each audience needs from Inter Pares and prioritization—*for whom*
 - Positioning and voice—*what we say*
 - Roles, responsibilities, operational workflows and ways of working—*the how*
 - Planning model for priority setting, developing a balance of proactive and reactive communications
- Meaningful consultation with staff and other stakeholders. Consultation could include:
 - Consultation session with the communications team
 - Interviews, surveys and/or feedback sessions with all staff (group or individual as needed)
 - In-person meetings with the full Inter Pares team (at mutually agreed to moments that are most impactful for the process)
 - Validation and review of the plan with the communications team, including revisions
 - A wrap up meeting to reflect on findings and outline next steps

The work will ideally be completed by the end of 2026.

HOW TO SUBMIT A PROPOSAL

If you are interested in supporting this work, please send a written proposal addressed to Ashley Armstrong, Kath Clark and Thelma Grundisch at communications@interpares.ca.

Proposals will be reviewed on a rolling basis.

The communications team has already begun some groundwork, conversations and consultations on the project and will begin planning in earnest in fall 2026. Proposals accepted after this may need to change in scope accordingly.

Questions may be submitted in advance to communications@interpares.ca

WHAT TO INCLUDE IN A PROPOSAL

Please include in your proposal:

- A description of your relevant experience, including examples of previous work, if possible.
- Two or more relevant references.
- A description of how you will carry out the work, including activities, proposed timeline (from kickoff to launch), suggested deliverables (if different from above).
- An estimated total cost for all of the proposed work, including services, expenses and deliverables. Costs should be clearly identified re: portion of work to which they apply and be presented in Canadian dollars. The total cost should be inclusive of HST.