



REF: C004-26

EXPRESSION OF INTEREST

SHORT TERM COMMUNICATIONS CONSULTANT

The PACER Plus Implementation Unit (PPIU), based in Apia, Samoa, is seeking a short-term Communications Consultant for a three-month contract to support its outreach, digital presence, and development of knowledge products.

We invite qualified individuals or firms to submit an Expression of Interest (EOI) for this role. The Consultant will help strengthen PPIU's digital visibility, communicate key activities and results, and contribute to the development of high-quality knowledge products.

The detailed Terms of Reference is appended at Annex I.

Submission of EOI

Interested individuals or firms are required to submit the following documents and information to demonstrate their qualifications, relevant experience, and proposed costs:

- A cover letter with relevant contact details and an organisational/ consultant profile
- A capacity statement outlining relevant skills & experience i.e. similar assignments executed in the last five years.
- Contact details for two referees who can verify the consultant(s)' experience.
- A financial monthly proposal or cost estimate, including total professional fees. Travel costs will be negotiated with PPIU.

Deadline for Submissions

Interested parties should submit an Expression of Interest (EOI) and eligibility requirements by email to the following address: procurement@pacerplus.org marked as "EOI-Communication Consultant".

EOI need to be submitted to the PACER Plus Implementation Unit by Tuesday, 31 March 2026, 4:00PM (GMT +13:00)

Any clarification questions from applicants may be submitted by email to: procurement@pacerplus.org

“PPIU is an equal opportunity employer and is committed to child protection. We promote gender equality and encourage applications from individuals of all genders and diverse backgrounds.”



PACER Plus
IMPLEMENTATION UNIT

TERMS OF REFERENCE — SHORT TERM COMMUNICATIONS CONSULTANT

Title of Assignment:	Short Term Communications Consultant
Duration:	3 months (April — June 2026)
Location:	Hybrid (required to be in Apia based on needs)
Reporting to:	PPIU Operations and Secretariat Manager

1. BACKGROUND

The PACER Plus Implementation Unit (PPIU), established under the *Memorandum of Arrangement relating to the establishment of the PPIU and its Constitution*, operates with the legal capacity of an international organisation under the laws of Samoa.

As the organisation progresses through a transition phase from January to June 2026, communication capacity is required to ensure continuity of engagement, visibility, and preparedness for Phase II of the Development and Economic Cooperation (DEC) Work Programme. This period involves heightened activity across governance, corporate processes, and programme implementation, all of which rely on effective internal and external communications.

To support this transition, the PPIU seeks short-term communications expertise to maintain and strengthen its digital presence, manage the development of knowledge products, and enhance communication around key activities and results.

2. OBJECTIVES

The objective of this Consultancy is to provide targeted, short-term communications support to the PPIU during its transition phase from April to June 2026. The Consultant will ensure continuity of communication functions, enhance organisational visibility, and support the effective preparation for Phase II of the Development and Economic Cooperation (DEC) Work Programme.

Specifically, the consultancy aims to:

1. **Strengthen PPIU's digital presence** by maintaining and updating content across the PACER Plus website and social media channels to ensure timely, accurate, and engaging communication with stakeholders.
2. **Develop and produce high-quality knowledge and visibility products** that effectively highlight project outcomes, beneficiary stories, and progress under the DEC Work Programme.
3. **Support communications for key activities and events**, including drafting press releases, social media summaries, and communication materials for consultations, workshops, and missions.
4. **Ensure alignment with PACER Plus branding and messaging guidelines** across all communication outputs to maintain consistency and professionalism.
5. **Enhance internal coordination and information flow** by working closely with PPIU staff to collect, package, and disseminate accurate updates, achievements, and activity summaries.

3. DELIVERABLES

The Consultant will be responsible for delivering the following outputs during the assignment period:

1. **Website Content Updates**
 - o Regular updates to the PACER Plus website, including articles, governance updates, and announcements.
2. **Social Media Content**
 - o Scheduled social media posts highlighting PPIU activities, achievements, consultations and stakeholder engagements.
3. **Knowledge and Visibility Products**
 - o Approximately **3–5 knowledge products**, such as case studies, fact sheets, infographics, or programme summaries that showcase progress under DEC.
 - o Approximately **3–4 website stories or human-interest articles** capturing beneficiary perspectives or partner contributions.
4. **Press Releases & Media Materials**
 - o Draft press releases, talking points, and media briefs for key activities, consultations, and events/meetings as required during term of engagement.
5. **Event Communications Packages**
 - o Pre- and post-event/meeting social media kits, photos with captions, and short reporting summaries for PPIU events/meetings.
6. **Brand-Aligned Templates & Materials**
 - o Updated or newly developed templates for digital content, knowledge products, social media graphics, and event materials aligned with PACER Plus branding guidelines.
7. **Communications Workplan & Tracking**
 - o A short communications workplan for the transition period and a simple log tracking deliverables, publication schedules, and engagement insights.

4. TIMETABLE

The Consultancy will be from April to June 2026. A detailed work plan and timeline will be defined and agreed with the Consultant at the start of the assignment.

The consultancy is a monthly lump sum contract based on the consultant's experience level, and qualifications.

5. QUALIFICATIONS, SKILLS AND EXPERIENCE REQUIRED OF CONSULTANT(S)

The consultant should demonstrate:

- A degree in communications, journalism, public relations, marketing, international development, or a related field.
 - At least seven (7) years of work experience in journalism, media and/or communications relation field, including experience at regional and/or international organization.
 - Fluency in spoken and written English
 - Experience managing digital communications platforms and social media.
 - Experience producing knowledge products or development communications materials.
 - Familiarity with Pacific regional development programmes is desirable.
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