



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX B

TERMS OF REFERENCE

TENDER REFERENCE No 2025-12-079

MEDIA OUTREACH AND MONITORING SERVICES

1. Background

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with member states across all continents, which aims to support sustainable democracy world-wide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at international, regional and national level, cooperating with a range of organizations.

International IDEA organises activities and events in Stockholm, Sweden, and internationally to promote its work and strengthen visibility. Media outreach is a crucial tool to support these efforts and ensure the Institute's messages reach key audiences.

With a strong focus on digital activities such as webinars, interviews and online events, media relations remain central to International IDEA's overall communications strategy. Professional media support is essential to maximise visibility, provide timely responses to media opportunities and ensure consistent coverage of key activities.

2. Objectives of the Assignment

The Provider will provide, on a monthly retainer basis, quality media coverage, supported by monitoring and reporting services, with the objective of strengthening the visibility of International IDEA's work and its experts' contributions to democracy-building and promotion. Services provided will enhance brand recognition, create opportunities for interviews and features, and provide analytics on media impact to guide communications and deliver measurable feedback.

A key objective will be to raise the visibility of the Institute's work and our experts' contributions to the various areas of democracy building and promotion. These services can allow for improved brand recognition and would also lead to increased opportunities for secured interview placement. The Provider will also provide analytics on media impact coverage to help guide communication and provide metrics for feedback on the work.

3. **Scope of Work**

The Provider shall deliver media relations services on a monthly retainer basis of 60 hours. This includes:

- International media outreach across International IDEA's geographical regions of Asia and The Pacific, Europe, The Americas, Africa and West Asia. This includes both hands-on, personal outreach to pre-identified media as well as the use of digital tools to connect with outlets. Outlets include traditional, mainstream media (print, TV and radio) and digital media and podcasts
- Preparation and unlimited distribution of press releases and email pitches in English and in relevant languages such as Arabic, French, Portuguese and Spanish;
- Tailored pitching to media outlets for Op-Ed placement and media interviews.
- Support in providing press materials, messaging and research.

The Provider shall also deliver ongoing media monitoring and reporting, through a platform or tool which must cover news and social media in these areas:

- Measurement of impressions;
- Daily media and social media mentions of International IDEA, and when needed, specific Staff Members, teams or publications
- Analysis of social media engagement;
- Tracking of influencer activity and dashboards;
- Calculation of influence scores;
- Monitoring of discussion volume and trends;
- Production of custom PDF reports (as required);
- Provision of data exports in Excel format;
- Regular activity reports on request from the Communications team;
- Account access for up to 10 International IDEA Staff Members to use the media monitoring tool.

4. **Timing and Work Plan**

The Provider shall be contracted, on a monthly retainer basis, for an initial period of twelve months starting 15 March 2026, renewable up to a maximum contract duration of five years.

5. **Deliverables and Reporting Requirements**

- Monthly reports with data insights for the Institute and specific campaigns, as needed
- Custom/ad hoc reports when requested by International IDEA
- Documentation of media coverage, analytics and outcomes against objectives
- Regular updates on progress, challenges and opportunities for improved outreach

6. **Management and Organisation**

The Provider shall liaise directly with and report to the Head of Communications and Publications and/or any other designated Staff Member.