

Request for Proposal 2026-04-Public Relations and Branding Consultant

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About GCERF

The Global Community Engagement and Resilience Fund (GCERF) is a not-for-profit Swiss foundation based in Geneva. It signed a Headquarters Agreement with the Swiss government in May 2015, providing it with privileges and immunities in Switzerland.

GCERF is the first global effort to support local, community-level initiatives aimed at strengthening resilience against violent extremist agendas. As a public-private partnership operating at the nexus of security and development, GCERF works in partnership and consultation with governments, civil society, and the private sector in beneficiary countries to support national strategies to address the local drivers of violent extremism.

GCERF provides support to community-level initiatives that: seek to address locally specific drivers of radicalisation; provide tangible, positive alternatives to what violent extremist

groups may offer; counter violent extremist narratives and messaging; and build capacity of governments and civil society to counter violent extremism. Applications for funding submitted to GCERF are subject to rigorous independent assessment and performance monitoring and evaluation.

GCERF is governed by a multi-stakeholder Governing Board with representatives of donor and partner countries, the private sector, foundations, research institutions, and civil society. It is financially supported by nineteen donor countries, including Switzerland, as well as the private sector.

GCERF is currently actively working with governments, civil society and the private sector in 26 countries in Africa, Central Asia, Middle-East, South-East Asia, and Western Balkans.

Description of Services

Background

With over 10 years of experience, GCERF has developed deep expertise in preventing violent extremism (PVE), delivering cost-efficient, evidence-based programming that effectively addresses the root causes of radicalisation in complex and volatile contexts worldwide.

Building on this credibility, GCERF seeks to refresh its branding to better resonate with the human beings behind the funding decisions - its current financial partners - by clearly communicating its global relevance, unique PVE expertise, and proven impact. The aim is to convey a compelling and authentic narrative that reinforces GCERF's identity while highlighting the tangible value it delivers in today's rapidly changing security environment.

While GCERF has traditionally relied on funding from the development and humanitarian sectors, it also recognises the importance of exploring additional funding avenues. Initial efforts in Ghana, for example, have engaged the mining sector to explore partnership opportunities. This informs a secondary objective of diversifying funding sources, including potential engagement with the private sector and non-traditional donors.

To achieve this, GCERF intends to engage a Public Relations (PR) and Branding Consultant or Agency to help refresh and implement a branding strategy that effectively communicates its expertise, credibility, and impact to both existing and prospective partners.

GCERF aims to increase its visibility and strengthen its 'marketing capacity'. The branding consultancy should contribute to this, ultimately helping the Global Fund better sell itself and its results to mobilise additional resources and attract new partnerships.

Objective

The overall objective of this consultancy is to elevate GCERF's brand profile and visibility, with the following specific goals:

1. **Reinforce GCERF's positioning as a trusted, innovative, and impactful partner in preventing violent extremism and terrorism**, highlighting its unique contributions and successes.
2. **Strengthen engagement and visibility with existing and potential financial partners**, ensuring GCERF is recognised as a credible and strategic investment opportunity.
3. **Develop a compelling narrative and strategic approach to effectively communicate GCERF's mission, achievements, and impact**, supporting advocacy and partnership-building efforts with financial stakeholders.

Work to be performed and deliverables

Work to be performed:

1. Strategic Positioning and Messaging

- Conduct a rapid assessment of GCERF's current brand perception and communications materials.
- Develop or refine key messaging frameworks tailored to GCERF's diverse audiences.
- Articulate a clear and consistent narrative that highlights GCERF's value, impact, and unique approach.
- Advise on brand tone, storytelling, and positioning to align with current geopolitical, economic, and philanthropic trends.

2. Partner Engagement Strategy

- Provide guidance on engagement approaches for external stakeholders, including financial and strategic partners.
- Advise on messaging and materials that position GCERF as an impactful and credible partner for collaboration and social impact initiatives.
- Identify strategic opportunities for partnerships, joint initiatives, and visibility enhancement in alignment with GCERF's mission and objectives.

3. Visibility and Public Relations

- Support the implementation of a strategy to enhance GCERF's visibility across international media, recognised by our current financial partners.
- Support and advise the communications team in identifying and pursuing opportunities for media placements, opinion pieces, interviews, and speaking engagements.
- Support and advise the communications team in developing media kits, press releases, and communication materials for key events and milestones.

The expected deliverables include:

1. **Inception Report** outlining proposed methodology, work plan, and timelines.
2. **Brand Assessment Report** with key insights and recommendations.
3. **Revised Messaging Framework and Brand Narrative** aligned with GCERF's strategic objectives.

4. **Engagement Strategy and Toolkit** (including key messages, target lists, and sample materials).
5. **PR Plan** for media engagement.

Characteristics of the provider

For Individual Consultants:

- Advanced degree in public relations, marketing, international relations, or a related field.
- At least 15 years of professional experience in strategic communications, branding, or public relations, preferably in the international development or philanthropic sector.
- Demonstrated experience in developing and implementing branding strategies for global or mission-driven organisations.
- Proven experience engaging with private sector and donor audiences.
- Excellent writing, storytelling, and media relations skills.

For Agencies:

- Demonstrated track record in delivering integrated PR and branding campaigns for international or non-profit clients.
- Capacity to provide cross-cutting services, including media outreach and stakeholder engagement.
- Dedicated account manager(s) with relevant experience.

The provider must comply with all applicable laws and regulations. It should adhere to a strict confidentiality policy in relation to client information.

Its staffing levels, qualifications and expertise should be appropriate to be able to provide timely and high-quality services to GCERF. The provider should demonstrate a high degree of commitment to good customer service. The composition of the team servicing GCERF's account would be an important factor in the decision-making process of GCERF.

The fees charged should be reasonable, competitive, and related to services rendered to the extent possible.

Submission of proposals

Proposals may offer the total required services or only part thereof. The bidder shall indicate precisely which specific services it intends to provide.

Proposals should follow the template provided below. Failure to follow the proposal structure or to comply with the instructions in this Request for Proposal will be at the bidder's risk and may affect the evaluation of the proposal.

Proposals may be sent by email in the form of "pdf files" clearly indicating under subject: "Bid reference: 2026-04". The email should be addressed to **bids@gcerf.org**.

Proposal submission deadline: 8 April 2026

Period of validity of the proposal

The proposal must be valid for a period of 120 days following submission.

Cost of preparation and submission of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with GCERF, making a presentation, negotiating a contract and any related travel. GCERF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Selection of bidders

Bidders are requested to provide the most appropriate and most cost-effective solution to meet the requirements.

The selection will be made based on a number of criteria that will be applied systematically to all bids received.

Submissions will be evaluated based on:

- Relevance and quality of proposed approach and methodology (40%)
- Relevant experience and qualifications (35%)
- Value for money (25%)

Proposal template

Bidders must submit their proposal following the template below:

The proposal is made up of four different sections

1. Disclosure form
2. Profile of the bidder
3. Technical proposal
4. Financial proposal

Please keep the overall proposal within 10 pages. You may annex additional information as needed.

1. Disclosure form

To be completed by a duly authorized representative of the Bidder: *On behalf of (name of public institution/private or public business entity/myself) (referred to in this document as "the Bidder"), I (name and title of the Bidder's representative) confirm that I am a duly authorized representative of the Bidder and hereby submit this proposal in response to GCERF's Request for Proposal 2026.04. I confirm that all statements and representations made in the proposal are true and correct.*

Date submitted:

Submitted by: (Name of Bidder)

Name and Title of Authorized Representative:

Date:

Signature

2. Profile of the Bidder

Please provide a brief background of the Bidder.

Please explain the legal status of the bidder; including its registration with the relevant competent authorities.

Please explain your organizational strengths and values and your customer service approach.

Please provide information on prior experience with similar requirements and references that GCERF may contact.

3. Technical Proposal

A. Business need: Please indicate your understanding of GCERF's business needs for which you are submitting this proposal.

B. Objectives and deliverables :

Please list the deliverables as specified in this Request for Proposal and indicate whether and how the Bidder commits to deliver these.

Optional: Present deliverables not listed in this Request for Proposal but which in your expert assessment, are necessary to achieve the objectives of this request.

C. Approach:

Please provide information on the following:

1. Methodology/approaches you would use to provide the various required services;
2. Workplan: key tasks/phases, deliverables, schedule of activities - may be presented using text and/or graphics;
3. Measures to ensure quality control over the delivery of services to GCERF; and

D. Service Management Plan:

Please provide details for how your firm would ensure that it provides satisfactory services to GCERF. Please explain how you would coordinate the service offering, including proposed meetings and any proposed mechanism for feedback to and/or coordination with GCERF.

E. Team Composition:

Please provide the following information on the proposed team that would work with GCERF:

- Team organization
- Individual team members; name, role in the team, area of expertise and relevant experience.

F. Risk Mitigation Plan:

Please list any identified risks which may affect the successful delivery of services and any proposed mitigating measures.

G. Assumptions (optional):

Please list the assumptions on which your proposed approach and successful completion of deliverables are based that you think would be important for GCERF to understand.

H. References:

Please briefly provide recent examples of similar projects has recently undertaken. Please indicate if the name of the client may be disclosed and if GCERF may contact the client for reference.

4. Financial Proposal

Please explain the basis of the proposed fees and any other charges to GCERF and their level.

For each team member please provide their job title (e.g. team leader, data entry clerk, field data supervisor, data analyst), their daily fee, their total number of days, the breakdown of the total number of days by tasks falling within each deliverable. This can be outlined in a GANT chart.

Please note that GCERF is exempt from VAT. Please include basis for invoicing and terms and conditions for payment.

Date