

## CALL FOR EXPRESSION OF INTEREST – EXPERT ROSTER

- **Role:** Communications, Design and Website Management Consultants
- **Location:** Flexible / As required by project activities
- **Contract Type:** Framework Agreement - Service contract
- **Reporting line:** Executive Director

### 1. BACKGROUND

The Principles for Peace Foundation (P4P) is an independent Geneva-based organisation that seeks to reset how peace is built, measured and supported. Guided by the Principles for Peace, P4P works along two strategic pillars.

The first pillar focuses on country accompaniment. P4P supports governments, national actors, and coalitions in designing and implementing legitimate and inclusive peace arrangements and reconciliation processes.

The second pillar focuses on global architecture and tools. P4P develops and deploys methodologies, including peace games simulations, incubation spaces, and the Peace Navigator, an AI-powered measurement platform, and uses them to inform policy, decision-making and practice.

P4P operates as a nimble, high-performing team within a consulting-style talent pool. Staff are organised into task teams under the leadership of thematic leads and work across assignments rather than in fixed silos. Consultants and service providers complete this work by filling in gaps in the full-time staff or fulfilling specific tasks.

### 2. PURPOSE OF THE POSITION

P4P invites Expressions of Interest from qualified individual consultants (working either as individual freelancers or through a company) to provide communications, design and website management support on a flexible, as-needed basis under a framework agreement.

The goal of this consultancy is to increase the quality and scope of the Foundation's communications, notably by providing support for graphic design, website management and updates, video editing, content creation, and digital strategy. There will also be scope to assist with media relations and overall communications, though the role is mainly focused on content and digital communications. The officer will be expected to work closely with other members of the Partnerships and Advocacy team, and ensure that P4P's interventions are effectively managed, aligned with global best practices, and adequately financed.

There are no geographical restrictions, but there is a strong preference for someone in a time zone compatible with Geneva (Europe, the Middle East or Africa).

### 3. KEY RESPONSABILITIES

The selected consultant/organisation is expected to provide expertise across the following areas:

- a) Broad advocacy and communications:**
  - Support the organisation's communication and advocacy activities and help build and maintain political dialogues, partnerships, and alliances to collaboratively influence policy, practice, and financing.
  - Provide support where needed on drafting media briefs and other tools.
  - Support production and publication of material on P4P areas of interest.

**b) Graphic design and content creation:**

- Create and update templates and static visuals for the foundation's social media and web communications; contribute to the integrity and attractiveness of P4P's visual identity.
- Create and edit video content for P4P channels (YouTube, Twitter and LinkedIn currently; potential of activating or reactivating other social media)
- Design, edit and lay out reports and other publications for dissemination through various channels

**c) Digital strategy:**

- Create and maintain a forward-looking digital communications strategy and calendar based on existing social media/content channels, website and potentially grow the number of channels that fit with our broader strategic engagement priorities and key audiences.
- Develop regular newsletters for key audiences.
- Manage and improve our website.
- Develop our analytics and measurement (using tools like Google Analytics) to assess the success and impact of our digital communications.

P4P is seeking a consultant with the following profile:

- An advanced degree in Communication, Journalism, Peace and Conflict Studies, International Relations, Development Studies, or a related field.
- Demonstrated and relevant experience in communications, preferably within the conflict prevention, peacebuilding, peacemaking, or international development sectors. Field experience would be a strong asset.
- Strong graphic design and video editing skills would be a major plus, especially experience with tools such as CapCut and Canva.
- Experience managing social media accounts and websites for non-profits, government bodies or international organisations would be appreciated.
- Exceptional analytical and strategic thinking abilities, with a proven track record of managing complex projects and making data-driven decisions.
- Excellent communication and interpersonal skills, capable of building and maintaining productive relationships with a diverse range of partners and stakeholders.
- An inherent growth mindset, entrepreneurial spirit, willingness to go above and beyond for mission success, flexibility, and adaptability are essential.
- Openness to occasional travel (sometimes to challenging environments).
- Excellent knowledge (written, spoken) of English essential. Knowledge of other languages (French, Arabic, Hebrew) would be an advantage.

#### 4. HOW TO APPLY

Interested consultants are invited to submit an Expression of Interest to [hr@principlesforpeace.org](mailto:hr@principlesforpeace.org) by 15 June 2026, including:

1. Curriculum Vitae, preferably including work samples
2. Indicative daily rates.

Incomplete applications will be disregarded. Only shortlisted candidates will be contacted.

In case of disability, please mention any adjustments that will assist you in attending the written test/ interview or undertaking this post.