CARE International UK
Terms of Reference

Date: 15 April 2015
Title for piece of work: CARE at 70

Background:
2015 is an exciting year for CARE International as we mark the 70th anniversary of our founding. It all started at the end of World War 2 when US President Harry S. Truman agreed to let private organisations provide relief to those starving in Europe. CARE’s aid took the form of CARE Packages: Americans paid $10 to send a CARE Package of food to someone in Europe, often a family member. In Britain, more than a million needy families, schools and hospitals received packages. Some 100 million packages would be delivered to people in need during the next two decades, first in Europe and later in Asia and other parts of the developing world.

Purpose:
To manage and deliver CARE’s 70th anniversary campaign, which will be highlighting our unique historical contribution to delivering aid through CARE Packages to Europe at the end of World War 2 and our on-going role in delivering innovative and sustainable modern humanitarian and development aid.

Deliverables:
The centrepiece of our anniversary campaign will be a ‘CARE Package: Then and Now’ immersive exhibition, using examples of the contents of the original CARE Packages and juxtaposing them with examples of modern aid, to demonstrate to the public why humanitarian and development aid remains relevant today and part of our shared humanity. Campaign activities will also include media and digital promotion, and a range of stakeholder engagement events.

- Develop and deliver a campaign project plan.
- Develop a detailed campaign budget and manage budget expenditure
- Project manage and support in-house teams as required
- Research, select and liaise with an exhibition venue
- Research, select and brief a theatrical/creative agency
- Work with in-house teams to conceptualise an interactive exhibition/immersive experience and its contents
- Organise a range of engagement events around the exhibition/campaign involving a range of stakeholders
- Identify opportunities for delivering and promoting the campaign through a variety of channels
- Liaise as necessary with corporate partners, funders, celebrity supporters, pro-bono consultants and other stakeholders
- Identify, secure and brief speakers and special guests
- Coordinate collection of oral histories of original CARE package recipients
- Ensure campaign visual identity and key messages are implemented across all campaign materials
- Organise the production of flyers and merchandise where applicable
- Liaise with and manage a range of external suppliers (eg creative, venues); coordinate venue management, caterers, stand designers, contractors, equipment hire etc
- Ensure insurance, legal, health and safety obligations are adhered to
- Coordinate suppliers and troubleshoot at events to ensure that all runs smoothly
- Oversee internal communications to CIUK staff and other CARE colleagues about the campaign
- Compile post-campaign evaluation, including data entry and analysis, and producing reports for campaign stakeholders.
• Report back to donors, partners and internal colleagues about campaign successes

**Activities:**
Celebration events will include
• ‘CARE Package: Then and Now’ exhibition: 20-26 October 2015
• Media and digital campaign highlighting the experiences of original CARE Package recipients
• Community outreach
• Stakeholder engagement events

**Resources and or sources of information:**
Use of hot desk and IT facilities, including internal databases and Raisers Edge

**Timeframe and Deadlines:**
April/May - Development of concept
April - October – Project manage and deliver the campaign
October - Engagement events celebrating the 70th anniversary of the founding of CARE.
20-26 October - ‘CARE Package: Then and Now’ interactive exhibition/ installation at gallery@oxo

**Budget:**
4-5 days per week, for 6 months

**Profile of Consultant:**
• Strong experience in coordinating a large-scale brand or marketing campaign including exhibitions, stakeholder engagement events, community events, celebrity liaison and PR, digital and fundraising activity.
• Excellent project management skills
• Proven track record in working confidently and constructively with a range of in-house teams.
• A good knowledge of social media platforms including Facebook and Twitter
• Experience of working with high-level celebrities or royalty
• Ability to prioritise and work to strict deadlines
• Ability to work within a budget
• Good connections with celebrities and journalists

**Application Process**
The closing date for submitting Expressions of Interest is 9am 27 April 2015.
This should include:

• An explanation of how you fulfil the consultant profile criteria and your relevant skills/experience;
• A description of how you would approach this task with anticipated deadlines for completion of tasks above;
• An indication of your availability to undertake the task, and
• A CV with 2 references.

**Name and Contact details for the person supervising the work:**
Nicola Peckett, Head of Communications.