

TORs for

Marketing Communications Consultancy Services

Department : Marketing, Communications and Fundraising

Location : Istanbul, Turkey

Reports To: : Marketing Communications Fundraising Manager

S.#	Details of Tasks	Expected Outcomes
	<ol style="list-style-type: none"> 1. Marketing Communications process establishment. 2. Brand strategy. 3. Brand communication plan & execution. 4. Local brand strategy building. 5. Visual Communication Guidance (includes guidance and evaluation for the design and texts of all visual communication products to be produced for the brand). 6. PR, Marketing strategies, communication, and campaign strategies consultancy to be created in parallel. 7. Campaign strategy and concept creation consultancy (Includes the concepts of all internal and external events, fairs, exhibitions, press and promotion meetings and similar meetings). 8. Consultancy for creative services procurement from agencies and third parties. 9. Organizational development and management consultancy for the Corporate Communications Department. 	<p>Successful Communication management support aligned with marketing and fundraising strategy</p>

Below table is for your review:

Service Name	Marketing Communications Consultancy Services
Service Period	3 months from the start of the assignment (subject to 1 month trial period).
Final selection of firm and awarding of service contract	within two weeks of closing date of proposal submission
Start of field work	Within one week of contract signing
Office Address:	Akşemsettin MAH, Vatandaş Sk. NO : 22, 34080 Fatih/İstanbul
Offer currency	TRY+VAT
Email Address to submit your offer	ihale@islamicrelief.org.tr