

# Terms of Reference (TOR)

**Consultant: Writer and Content Editor**

## 1. Background

The **Organization for Women in Science for the Developing World (OWSD)** is a programme unit of **UNESCO**, hosted by **The World Academy of Sciences (TWAS)** and headquartered in Trieste, Italy.

Established in 1987, OWSD's mission is to strengthen the role of women scientists in the developing world by supporting their participation, leadership, and retention in science, technology, and innovation. OWSD delivers fellowships, awards, capacity-building initiatives, and policy-oriented programmes, and works with national, regional, and international partners to advance gender equality in science as a driver of sustainable development.

## 2. Objectives of the Consultancy

The overall objective of this consultancy is to **strengthen OWSD's strategic communications and fundraising efforts** through the production of high-quality written content and the editorial review of existing materials.

The consultant will support OWSD in ensuring **clarity, consistency, and strategic coherence** across written outputs, including programme documentation, fundraising materials, visibility outputs and web content, in line with OWSD's institutional voice and priorities.

## 3. Scope of Work

Under the overall supervision of the **OWSD Programme Coordinator**, and in close coordination with relevant Secretariat staff, the consultant will undertake the following tasks:

### 3.1 Content Writing and Editorial Review

- Draft **original written content** for OWSD, including reports, funding proposals, concept notes, news articles, web pages, talking points, official letters, newsletters, and other materials as needed.
- Drafting a **strategic objectives or narrative document** in support of OWSD's upcoming **2027–2032 Strategic Plan**, based on inputs provided by OWSD.
- Preparing a **series of news articles or web features** linked to designated OWSD events, programmes, campaigns, or flagship initiatives (e.g. award ceremonies, calls for applications, or major announcements).
- Providing **editorial review and revision** of selected priority documents (i.e. OWSD Annual Report, programme briefs, concept notes, fundraising narratives), with a focus on improving structure, clarity, coherence, tone, and alignment with OWSD's institutional messaging and editorial style.

The consultant will **not** be responsible for routine or day-to-day institutional correspondence. Any support to fundraising or visibility-related documents will be **limited to specifically requested assignments** and scoped deliverables agreed in advance with OWSD.

In carrying out these tasks, the consultant will:

- Provide **editorial recommendations** aimed at enhancing readability, accessibility, and engagement of the assigned materials.
- Ensure consistency of terminology, tone, and messaging across the commissioned outputs, in line with OWSD's communication objectives.

### 3.2 Website Content Development and Coordination

The consultant will provide **time-bound editorial and content development support** for the refinement of the new version of the OWSD website, including the **development of dedicated website sections** focused on (i) the GenSIS initiative and the dissemination of its impact, and (ii) the relaunched OWSD membership programme and its benefits.

Within the scope of the agreed initiative(s), the consultant will:

- Act as the **editorial focal point for the selected website projects**, liaising with external web developers, designers, and technical service providers **for the duration of the assigned work package**.
- Translate OWSD's institutional priorities and programme objectives into **clear content briefs, page outlines, and editorial guidance** for third-party service providers involved in the specific website initiative.
- Coordinate the **drafting and editorial revision of website content** related to the agreed pages or sections, in close consultation with designated OWSD staff.
- Provide **expert advice on information architecture and page structuring** for the assigned web components, including guidance on clarity, accessibility, and search engine optimisation (SEO), such as appropriate use of keywords, metadata, and content hierarchy.
- Prepare **short, written summary notes or issue briefs** linked to the website initiatives, documenting progress, outstanding content-related issues, and recommendations for completion or handover to OWSD staff.

### 3.3 Storytelling, Editorial Development and Illustrated Content

- Work closely with OWSD staff, hand-drawn illustrators, visual artists, and media consultants to **develop narrative content centred on the lives, research trajectories, and impact of women scientists** supported by OWSD.
- Contribute to the **conceptualisation, writing, and editorial development of a curated series of stories** that will be illustrated and compiled into a publication (digital and/or print), potentially linked to the **OWSD Early Career Awardees 2026** and other flagship programmes.
- Translate complex scientific careers, research contexts, and systemic challenges into **accessible, engaging, and ethically grounded narratives**, suitable for a broad audience while preserving accuracy and dignity.
- Ensure close coordination between written narratives and visual interpretation, providing **editorial guidance to illustrators and media consultants** to maintain coherence between text, imagery, and OWSD's institutional values.
- Support the alignment of storytelling outputs with OWSD's broader communication, fundraising, and visibility objectives, including potential use across campaigns, events, publications, and digital platforms.

### 3.3 Storytelling and Strategic Framing

- Propose narrative approaches and thematic framing to communicate OWSD’s mission, values, and impact effectively across written and digital platforms.
- Identify opportunities for storytelling that enhance OWSD’s visibility, credibility, and strategic positioning, including through campaigns, features, and curated content.
- Provide conceptual input and editorial guidance for storytelling initiatives, in coordination with OWSD staff and external partners.

### 3.4 Consultation and Coordination

- Work closely with OWSD staff responsible for programmes, fundraising, partnerships, and events to ensure content accuracy and strategic alignment.
- Liaise with external editors, designers, consultants, and web developers, as required, to support the delivery of communications outputs.

## 4. Deliverables and Timeline

<b>Deliverable</b>	<b>Description</b>	<b>Indicative Timeline</b>
Editorial assessment & content plan	Review of selected OWSD materials; identification of priority narratives, content gaps and editorial recommendations	Within first 4 weeks
2025 Annual Report draft	Drafting and revision of the 2025 Annual Report, including development of website news items, social media content, and articles adapting the report for broader audiences	Month 2
Website issue report	Identification, documentation and clear description of website content-related issues; preparation of written issue report in coordination with OWSD staff and external website developers to support resolution	Month 3
Website content drafts	Drafting and revision of web pages and news items; SEO-oriented structuring and content guidance	Month 4
Progress report on editorial plan	Proofread, publication-ready versions of assigned content so far as per editorial plan	Month 6
Concept note and proposal for illustrated book	Selection of suitable stories /profiles of women scientists, in coordination with illustrators and media consultants; draft suitable for illustrated publication	Month 8
Stories for illustrated books	Development of final document suitable for illustrated publication	Month 9
Final report including all edited documents	Proofread, publication-ready versions of all assigned content as per editorial plan	Month 11

All deliverables must be submitted in **editable formats** (e.g. Word, Google Docs) and are subject to review and approval by OWSD.

## 5. Duration of the Consultancy and reporting

The consultancy will be for a period of **11 months**.

The OWSD Programme Coordinator will provide overall supervision and feedback.

## 6. Required Qualifications and Experience

- University degree in Communications, Journalism, International Relations, or a related field.
- A minimum of **five (5) years** of relevant professional experience in writing and editing for international organizations, research institutions, or non-governmental organisations.
- Demonstrated ability to produce clear, concise, and persuasive written content for diverse audiences.
- Proven experience in developing or editing web content, including familiarity with SEO principles.
- Experience liaising between technical service providers (e.g. web developers) and non-technical stakeholders.
- Familiarity with gender equality, science policy, and development issues is a strong asset.
- Excellent command of written English; knowledge of French and/or Spanish is an asset.

## 7. Inputs Provided by OWSD

OWSD will provide access to relevant background materials, templates, branding guidelines, and internal documentation. The consultant will be introduced to relevant OWSD staff and external collaborators as required.

## 8. Application Procedure

Interested candidates are invited to submit:

- A brief CV
- A short writing sample or portfolio
- A financial proposal (see instructions below)

Applications should be submitted by **30 April 2026**. Applications should be sent to [owsd@owsd.net](mailto:owsd@owsd.net) clearly indicating in the subject: **OWSD Consultant Writer and Content Editor**.

## Financial Proposal – Instructions to Candidates

Candidates are requested to submit a **financial proposal in USD**, specifying fees for each deliverable and indicating an estimate of the **average number of days** required.

Candidates should note that the total financial evaluation will be based on the **estimated total cost over the contract period**, calculated using the proposed rates and level of effort.

**Travel costs**, if any, should be indicated **separately** and will not be included in the financial scoring unless explicitly requested.

**The deadline to submit applications is 30 April 2026. Applications shall be sent to [owsd@owsd.net](mailto:owsd@owsd.net) clearly indicating in the subject: OWSD Consultant Writer and Content Editor.**