

Joint ETC Communications Team

Concept Note

From enhanced communications and energy, to communications as aid, the ETC2020 strategy is progressive, innovative and very ambitious. To achieve the strategy's key priorities, implementation must be built on a foundation of partnership and collaboration, leveraging expertise across the entire response community.

A lack of awareness and understanding of the ETC within partner organisations, however, has been highlighted as a key challenge to engaging with the cluster. As the network drives towards realisation of the strategy and implementation of ETC2020 flagship projects, such a lack of awareness cannot continue. Communication and visibility efforts for the ETC must be as innovative and ambitious as the strategy it's striving to achieve.

The purpose of this document is to outline the concept of a **Joint ETC Communications Team** tasked to design, develop and implement shared communication activities in support of the ETC and its 2020 vision.

Overview

The scope and scale of ETC2020 necessitates the involvement of a wider body of communications professionals with global reach. In addition to technical expertise, ETC member organisations often have communication personnel capable of contributing different skills, from editorial and media liaison, to design and website support.

Comprising focal points from member organisations, the Joint ETC Communications Team would be responsible for building collective commitment for the cluster within their own organisation and strengthening visibility, supporting realisation of the ETC2020 strategy.

Through sharing communications resources and responsibilities, the team will be significantly more effective than each organisation individually. The Joint ETC Communication Team can leverage more communication tactics, develop a greater variety of materials and reach more target audiences. Activities will have a global reach, in multiple languages, in numerous time zones.

The team will ensure continuity of activities throughout the year, even as individuals are deployed to emergencies. Enhanced visibility through the Communications Team will promote awareness and understanding of the ETC, resulting in increased support, investment and collaboration towards achieving ETC2020.

Aim

Leveraging capacity and expertise within ETC member organisations, the ETC Joint Communication Team will enhance visibility of the cluster encouraging access, inclusion, funding and partnerships, in support of ETC2020.



Objectives

- To strengthen communication and visibility of the ETC and ETC2020 to both internal and external audiences, promoting recognition, understanding and engagement.
- To ensure current and potential members and partners are aware and understand the impact of contributions.
- To encourage engagement in ETC 2020 strategy, projects and initiatives.
- To support ETC2020 advocacy efforts to enhance connectivity for affected populations and enable delivery of digital aid.
- To ensure coordinated ETC communication and information management activities in emergencies.
- To increase understanding of the role of technology in emergencies and the value the ETC can bring to disaster management.
- To allow members to contribute to the shaping of the ETC image within the humanitarian community and beyond.
- To encourage ownership of ETC activities amongst members, including deployment to emergencies as part of the ETC roster.

Structure of the Team

Participation in the ETC Joint Communication Team is voluntary, though strongly encouraged. ETC members can nominate focal points from their organisation, who can make a worthwhile contribution, to be part of the Team. The team will be coordinated by the Global ETC Cell.

Terms of Reference

ETC Joint Communication Team members should have experience in Public Information/ Communication/ Marketing/ Reporting/ Information Management/ Research. They should be in a position in which they can contribute to joint activities, and arrange approval and promotion of the ETC within their organisation and amongst key audiences.

Strong English language skills are desirable, though not essential if the main language of communication used by that organisation is not English.

Participation and contribution to the ETC Joint Communication Team is voluntary. It is hoped that when/ if participants make commitments to contribute or carryout certain activities, however, they will understand and adhere to media and emergency timeframes and deadlines.

Duties/ Responsibilities

- Advocate for the ETC within their respective organisations.
- Actively contribute to development of joint messaging and delivery of ETC communication activities.
- Research communication, advocacy and information management opportunities and reach out of the ETC with suggestions.
- Leverage established contacts to support ETC media liaison.



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- Contribute to visibility efforts for key ETC projects including ETC 2020, NGO Engagement, Website redevelopment, and ETC-ART (Assessment and Reporting Tool).
 - Develop at least one relevant editorial in support of the ETC each quarter as well as monitor effectiveness.
 - Share and promote the ETC through social media.
 - Support development of new reporting tools or adoption of new communication tactics.
 - Participate in monthly teleconferences with the ETC Joint Communication Team.

Next Steps

- Circulate Concept Note to ETC members for input and endorsement
- Request ETC members to nominate people as Communication Focal Points
- Conduct teleconference to discuss concept, review TOR and determine skills/ expertise available within each participating organisation
- Develop Joint ETC Communication Team
- Identify activity leads and establish implementation plan
- Present update to ETC Plenary in October.