

Request for Proposals (RFP)

Nigeria-Based Media Relations Specialist

Part-Time | Six-Month Assignment

1. Background

Marchmont Communications is supporting media outreach efforts for a project focused on innovation and agriculture and is looking for a Nigeria-based Media Relations Specialist with deep, demonstrated expertise in understanding and securing coverage with Nigerian media and engaging relevant digital influencers.

2. Objective of the Assignment

The objective of this assignment is to help refine and implement an effective media relations strategy that manages the project's reputation, ensures accurate representation of complex science and policy issues, and supports proactive and reactive engagement with Nigerian media and online audiences.

3. Scope of Work

The Media Relations Specialist will work closely with the broader in-country and global science and policy teams. Key responsibilities include, but are not limited to:

Strategy & Planning

- Understand project goals, technical themes, and policy context related to innovation, policy & regulation, and agriculture.
- Help refine and lead implementation of a proactive and reactive media relations plan tailored to Nigeria.
- Identify priority media outlets, journalists, and online influencers aligned with project objectives.

Media Engagement & Outreach

- Pitch story ideas, expert commentary, and announcements to Nigerian print, broadcast, and digital media.
- Secure high-quality, accurate media coverage across national and sector-relevant outlets.
- Leverage a strong, established network of journalists and credible online influencers.
- Liaise with project spokespeople and oversee logistics for media engagement.

Content Development

- Draft and edit media-facing materials, including press releases, media pitches, op-eds, talking points, and Q&A briefs.
- Translate complex scientific and regulatory topics into clear, accessible narratives for non-technical audiences.

Monitoring & Reporting

- Conduct media monitoring and track coverage across traditional and online platforms.
- Provide regular reports summarizing media activities, coverage secured, reach, and key messages.

Collaboration

- Integrate seamlessly with multidisciplinary teams across Nigeria and globally.
- Respond efficiently to time-sensitive media opportunities and issues.

4. Deliverables

Expected deliverables over the six-month period include:

- A Nigeria-focused media relations plan (proactive and reactive).
- Ongoing media pitches and outreach activities.
- Media-facing written materials (press releases, op-eds, briefing notes, etc.).
- On-going media and online monitoring and performance reports.
- End-of-assignment summary report highlighting outcomes, lessons learned, and recommendations.

5. Duration & Level of Effort

Duration: approximately six (6) months

Level of Effort: Part-time (estimated days per month; to be confirmed)

Location: Nigeria (remote with in-country engagement as needed)

6. Required Qualifications

Proposals should demonstrate that the candidate meets the following criteria:

Based in Nigeria, with at least 10 years of deep, demonstrated experience in Nigerian media relations.

- Proven track record of securing coverage in top-tier Nigerian print, broadcast, and digital outlets.
- Strong, established network of journalists and relevant online influencers.
- Experience developing and executing proactive and reactive media strategies.
- Excellent media-writing skills in English.
- Ability to quickly learn complex topics related to science, policy & regulation, innovation, and agriculture.
- Proven ability to work efficiently and collaboratively with diverse, international teams.

7. Proposal Submission Requirements

Interested candidates should submit:

A current CV highlighting relevant media relations experience.

A cover email describing interest in the assignment, relevant expertise, and examples of recent media successes.

8. Submission Process & Deadline

Applications should be sent by email to:

Email: Info@marchmontcomms.com

Deadline for submission: applications will be reviewed on a rolling basis. All applications will be acknowledged but only shortlisted candidates will be further contacted thereafter.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated experience and results in Nigerian media relations.
- Strength and relevance of media and influencer networks.
- Quality and clarity of the cover email.
- Ability to meet the scope of work and collaborate with technical teams.

10. Additional Information

Marchmont Communications reserves the right to request additional information, conduct interviews, or negotiate terms with shortlisted candidates. Submission of a proposal does not guarantee selection. We look forward to receiving your application.