

TERMS OF REFERENCE

Role	Senior Communications Consultant – German Media & Strategic Communications		
Contract	Consultancy agreement (self-employed). Fixed term, part-time	Location	Remote; occasional attendance at ISD’s Berlin office desirable
Fee	Daily rate, commensurate with experience (please state your expected day rate)	Level	Mid-level to Senior

About ISD

ISD is an independent, non-partisan, non-profit organisation dedicated to safeguarding elections, freedom, national security, public safety and individual rights by reversing the rising global tide of polarisation, extremism, foreign interference and authoritarianism. Combining research and analysis with government advisory work and the design and delivery of training, education and communications programs, ISD works to implement real-world, evidence-based responses to these challenges.

For 20 years, ISD has been at the forefront of analysing, exposing and combatting all forms of terrorism, extremism, foreign interference, digital manipulation and authoritarianism, helping equip institutions, communities and the private sector with the tools, policies and skills to achieve impact at scale. ISD’s mission is delivered by teams in the UK, the US, Germany (covering also the EU), France, Jordan and Canada. Details of ISD’s separate legal entities can be found [here](#).

Consultancy Purpose

ISD Germany is seeking a senior communications consultant to lead proactive German-language media engagement and strategic communications at a pivotal moment for our work in Germany. Working closely with leadership and communications colleagues in Germany and elsewhere, the consultant will

- raise the profile of ISD’s research and analysis in the German-language media landscape (especially Austria and Germany), with increased European/EU exposure desirable
- position ISD as a trusted expert voice on violent extremism, information operations and authoritarian threats to democracy
- enhance existing internal systems to enable ISD to better respond and proactively drive media engagements
- Provide communications expertise to ISD Germany’s fundraising efforts.

This is a flexible engagement suited to an experienced communications professional who follows the German news cycle closely and can act quickly and credibly within it.

Responsibilities

- **Proactive German Media Outreach & News Monitoring (approx. 40%)**
 - Build and maintain relationships with German journalists, editors and producers across print, broadcast and online, proactively pitching ISD’s research, analysis and experts
 - Monitor and interpret the German news cycle and political agenda daily, identifying timely opportunities for ISD to contribute expert commentary and respond at speed.
 - Draft and place German-language press releases, statements, op-eds, comment lines and reactive media materials, translating complex research findings into accessible formats.
 - Manage crisis and reactive communications in German when needed, including advising leadership, preparing key materials, supporting spokespeople, and mitigating reputational risks.
 - Add to and maintain ISD’s database of media contacts on Monday.com.

- **German Strategic Communications (approx. 40%)**
 - Develop and steer ISD Germany’s communications strategy, aligning German-language messaging with organisational priorities and campaigns.
 - Provide senior strategic counsel to ISD Germany’s leadership and researchers on positioning, narrative and audience engagement in the German context.
 - Shape and quality-assure German-language messaging, talking points and key communications products so they are accurate, accessible and on-brand.
 - Support the development of donor-facing materials, proposals and reports in German and English, ensuring clarity and consistency of message.

- **Relationship & Stakeholder Management (20%)**
 - Cultivate long-term relationships with key journalists and editorial desks.
 - Coordinate with partner organizations, civil society networks, and EU/national institutions to amplify reach.
 - Conduct regular landscape analysis of how competitors and peer organizations are positioned in German-language media.

PERSON SPECIFICATION

Expectations

We expect all staff, consultants and volunteers to:

- Commit to ISD’s vision, mission and [Guiding Principles](#)
- Demonstrate respect for others and safeguard those who are vulnerable
- Carry out their duties in accordance with ISD’s policies and procedures
- Adhere to risk management and security instructions at all times.

Our commitment to Equality, Diversity & Inclusion

We endeavor to recruit a range of candidates into ISD, to strengthen our team and contribute to our inclusive organisational culture. We particularly welcome applications from candidates currently underrepresented across ISD. We endeavour to make recruitment processes as accessible as possible, but please let us know if you have any access requirements that you would like us to be aware of during this process.

Specific Requirements

These are a priority for this specific role, and form part of our assessment during recruitment and ongoing performance management. They are also a framework for focusing continuing professional and personal development.

	Essential	Desirable
Knowledge, training and qualifications	<ul style="list-style-type: none"> • Native-level or fluent written and spoken German, with excellent English. • Strong, current understanding of the German media landscape, political environment and news agenda. • Working knowledge of ISD’s issue areas (extremism, information operations, online harms and threats to democracy), • The ability to learn more subject matter detail quickly. 	<ul style="list-style-type: none"> • A relevant qualification in communications, journalism, political science or a related field. • Familiarity with the non-profit, think-tank or research sector.
Experience	<ul style="list-style-type: none"> • Substantial experience in senior communications, press or public affairs roles in the German market. • Proven track record of securing high-quality German media coverage and building lasting journalist relationships. • Experience contributing to crisis and reactive communications in German. 	<ul style="list-style-type: none"> • Experience supporting fundraising, development or donor communications. • Experience with mission-driven organisations or public-interest issues.

Skills	<ul style="list-style-type: none"> • Excellent German-language writing, editing and messaging skills across media and strategic formats. • Sound news judgement and the ability to respond quickly and credibly within the news cycle. • Strong strategic and advisory skills, able to counsel senior leaders. 	<ul style="list-style-type: none"> • Confident media-training and spokesperson-support skills. • Ability to translate complex research into clear, compelling narratives for varied audiences.
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What we offer

	Our offer
Fee	<ul style="list-style-type: none"> • We offer a fixed-term consultancy agreement. The initial term and overall number of days are agreed at the outset, with the possibility of extension by mutual agreement.
Time commitment	<ul style="list-style-type: none"> • The engagement is part-time, based on an agreed number of days per month. • You manage your own schedule and work flexibly around the German news cycle, including occasional time-sensitive response outside standard hours.
Working arrangement	<ul style="list-style-type: none"> • The role is delivered remotely and flexibly. You are welcome to use ISD's Berlin office when helpful, and occasional attendance at meetings or events may be required.
Our team and ways of working	<ul style="list-style-type: none"> • We are a dedicated team in an ambitious and constantly growing international organisation • We provide space for innovative ideas and lifelong learning • We regularly train ourselves on the topics of our time, e.g. stress management, diversity, dealing with the media, etc. • We proactively support training and development • We support our team with supervision services when needed