

# Request for Proposals (RFP) – Managing and contributing editorial services for The Circle magazine

12 September 2023

**The WWF Global Arctic Programme (GAP) based in Stockholm, Sweden is requesting proposals from individual contractors / organizations to provide managing and contributing editorial services to produce our quarterly magazine, The initial contract would involve delivering four issues in 2024.** See previous issues of The Circle here: <https://www.arcticwwf.org/the-circle-magazine/>

The Circle is a free publication produced by the GAP. The Circle is published four times a year (approximately March, June, September, December), and each issue focuses on one specific Arctic-related topic.

At present, The Circle is distributed as an online magazine on our website which receives around 200,000 visits yearly. Our stakeholders include government officials, publicly elected representatives, Indigenous organizations, conservationists, scientists, NGOs, libraries, and business executives.

The goal of The Circle is to bring together diverse voices and perspectives to inform decision-makers, scientists and the interested public about environmental and development issues facing the Arctic. The publication invites authors from a variety of sectors and experiences to share their views and expertise on issues and challenges facing the Arctic, particularly considering the rapid change occurring in this unique ecosystem due to the climate crisis.

Using creative storytelling, WWF communications efforts in the Arctic aim to inform, inspire and entertain audiences to activate support for an Arctic that is well-managed, biodiverse and resilient so that this unique ecosystem can support all species and people who live there, and beyond.

The GAP Communications team is responsible for producing The Circle. Communication is a key operational element, and The Circle is a way of sharing Arctic-focused knowledge to a wide audience. Communication supports conservation efforts directly and strengthens WWF's visibility and perceived value to the Arctic, including through the topics and people profiled in The Circle.

In addition to working with The Circle, there are numerous articles, reports, and other communications products that are developed by the GAP to build audience engagement and support. These communication outputs appear in different formats and channels.

## **Functions and proposal elements:**

Reporting to the Editor-in-Chief (the Senior Manager, Communications), the Managing Editor will oversee at least one other contributing editor and the development and delivery of content for each issue of The Circle. The Managing Editor will also work with a graphic designer (contracted by the GAP) to ensure the online layout and accompanying photos, maps and other storytelling elements are accurate, informative, engaging and entertaining.

## **Qualifications for Managing and contributing editorial services include:**

- A long history of English language journalism or other types of writing, editing and proofreading experience
- Experience of managing strategic writing projects
- Experience working with design and online magazines
- Experience of working with research communication
- Experience within conservation, Arctic issues and stakeholders is favorable
- Creative storytellers
- Are adept at conducting interviews
- Are keenly aware of deadlines
- Experience interacting with clients, colleagues and sources at all levels
- Know the best way to write or edit any text to engage readers

**Proposals must demonstrate that the contractors can deliver the following:**

1. Work with the Editor-in-Chief and a small editorial board to develop a list of topics, stories and potential authors for each issue of the magazine.
2. Send out queries to potential authors/interviewees to determine the story board, best treatment for each piece of content and whether the article will be co-written by a contributing editor or submitted by an outside author.
3. For each edition the contractor should deliver:
  - 7-10 feature articles with a variety of treatments (between 700-1000 words)
  - a 500-word editorial
  - around 4 news briefs (of approximately 200 words each)
4. Within an online environment conceptualize content or highlight existing GAP content relevant to the featured article. This may include reports, fact sheets, video and audio.
5. Collaborate with the GAP's graphic designer to ensure the layout and accompanying photos, maps and other storytelling elements are accurate, informative, engaging and entertaining.
6. Edit each article, supplementary pieces and social content for grammar, consistency of tone and quality. All text must conform to the WWF style guide.
7. Collect author social media platform handles
8. Deliver the content for each issue within an agreed upon timeline for approval by the Editor-in-Chief.

**Proposals must also include the following elements:**

- How the team will divide the editorial and writing functions.
- Proposed working relationship with the Editor-in-Chief.
- A proposed story grid for an issue of The Circle with a suggested topic, feature articles, authors and a variety of treatments for content.
- Ideas for how to integrate interactive elements into the issue.

| <b>Proposed Budget per Issue – Please fill in and include in the proposal</b> |                                                                                                                                                                                                                                                                                                 |                 |                  |                   |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------|-------------------|
|                                                                               | <b>Deliverable</b>                                                                                                                                                                                                                                                                              | <b>Per Diem</b> | <b># of Days</b> | <b>Total Cost</b> |
| 1                                                                             | Complete list of topics, stories, and potential authors for each issue of the magazine.                                                                                                                                                                                                         |                 |                  |                   |
| 2                                                                             | Send query letters to potential authors / interviewees to determine the story board, best treatment for each piece of content.<br><br>Determine whether the article will be cowritten by a contributing editor or submitted by an outside author. Collect author social media platform handles. |                 |                  |                   |
| 3                                                                             | Complete 7-10 feature articles with a variety of treatments (between 700-1000 words)<br>Complete a 500-word editorial<br>Complete around 4 news briefs (of approximately 200 words each)                                                                                                        |                 |                  |                   |
| 4                                                                             | Provide links within an online environment to highlight existing WWF Arctic Programme content relevant to the featured article. This may include reports, fact sheets, video and audio.                                                                                                         |                 |                  |                   |
| 5                                                                             | Edit each article, supplementary pieces and social content for grammar, consistency of tone and quality. All copy must conform to the WWF style guide.                                                                                                                                          |                 |                  |                   |
|                                                                               | <b>TOTAL BUDGET PER ISSUE</b>                                                                                                                                                                                                                                                                   |                 |                  |                   |

**Two writing samples:**

Please provide two additional writing samples in the proposal, no more than 500 words in length. Please include any photos, graphs, or other images.

**Ad hoc writing and/or editing:**

As mentioned, The GAP develops a variety of articles, reports, and other communication products (besides The Circle) to build audience engagement and support.

These communications outputs appear in different formats and channels. We want to be able to contract (on a project basis) ad-hoc communications product support in the form of writing and/or editing. The specific deliverables could be:

- News articles or features for the GAP website
- Other written materials such as reports, briefs, etc

Please indicate in the proposal your availability, competence and hourly rate to do this type of work as well.

**Due date for proposals**

Proposals, no more than 6 pages in length, excluding the two writing samples, including all contact details, must be submitted by email to Andrea Norgren, Senior Manager, Communications, WWF Global Arctic Programme, [andrea.norgren@wwf.se](mailto:andrea.norgren@wwf.se) by October 9, 2023 end of day CEST.

We will contact all applicants on or by October 20, 2023.

**Selection Process**

WWF will review proposals based on quality, cost efficiency and experience.