

**Terms of Reference**  
**Content Editor**  
**CRB**

**1. Background**

Centre for Responsible Business (CRB) was established in 2011 as think-tank to pursue its vision, 'businesses integrate sustainability into their core business practices'. Given that sustainability is a multi-dimensional problem especially in the context of India and other emerging economies, CRB has adopted a model of engaging multiple stakeholders to develop action plans for promoting sustainable/responsible business, across various sectors in India.

**2. Objectives:**

To help support the marketing and communications team with the development and review of content, CRB seeks a Consultant – Content Editor. The consultancy is envisaged to provide support beginning August 19<sup>th</sup>, 2024. The selected candidate will be expected to work 2 – days a week and present in CRB's office starting August 19<sup>th</sup>, 2024. The duration of this engagement will be for a period of 1 year with an option of renewal based on a performance review.

**3. Key Deliverables:**

The range of deliverables will be focused on development of reader friendly content, this will include:

<b>TASKS</b>	<b>DELIVERABLES</b>
<b><u>Content Creation:</u></b> Proactively create editorial content in cooperation with the Communications Team and CRB programme officers and adapt for media pitching, web and social media	<ul style="list-style-type: none"><li>• 3 CRB Blogs / Quarter</li><li>• 1 Partner Authored Blog/Quarter</li><li>• 4 Articles/ Quarter</li></ul>
<b><u>Content Editing and Review:</u></b> Writing and/or editing of reports and documents for grammatical accuracy, factual accuracy and coherence. Tasks would include: <ul style="list-style-type: none"><li>• Copyediting, proofreading, filling in gaps in the information, restructuring and rewriting if required</li><li>• Correct spelling and appropriate use of words with correct grammar and syntax</li><li>• Ensuring a consistent style and format throughout the document</li><li>• Correct use of English while maintaining the authors' writing style to the extent practical</li><li>• Elimination of repetition and inconsistencies</li><li>• Ensure all footnotes, sources, references are complete and consistent</li></ul>	Documents may include: <ul style="list-style-type: none"><li>• Annual Report</li><li>• Responsible Business Newsletter</li><li>• Case Studies</li><li>• Whitepapers</li><li>• Event Summaries</li><li>• CRB Website</li><li>• ISS Conference Report ( Pre and Post)</li><li>• Other Corporate Collateral as Identified by the comms team</li></ul>

**The Consultant will have the following qualifications:**

- A Bachelor's or Master's degree in English, Communications, Journalism, or a related field.
- At least 5 years of professional experience in content creation, copy editing, and proofreading.
- Demonstrated experience in editing publications related to sustainability, environmental issues, corporate social responsibility (CSR), or similar fields.
- Exceptional command of the English language, including grammar, spelling, and punctuation.
- Strong writing and editing skills with the ability to produce clear, engaging, and reader-friendly content.
- Familiarity with SEO best practices and digital marketing strategies.
- Ability to digest complex technical content and reframe it for a broader audience.
- Strong research skills to ensure factual accuracy and depth in content.
- Ability to work collaboratively with a diverse team, including programme officers and other stakeholders.
- Flexibility and adaptability in managing multiple projects and deadlines.
- Strong organizational and time management skills.
- Ability to work independently and take initiative.
- High level of creativity and innovation in content creation.

**Additional Desirable Qualifications:**

- Experience working with non-profit organizations, think tanks, or research institutions.
- Knowledge of the sustainability landscape in India and other emerging economies.
- Experience in creating multimedia content, such as videos and infographics, is a plus.

**4. Responsibilities of CRB**

- Provide draft content for planned communications, including initial drafts of reports, newsletters, case studies, whitepapers, and other collateral.
- List of deliverables to be identified and agreed per quarter with Assistant Director of Communications. CRB to Offer clear guidelines and feedback on content requirements and expectations.
- Facilitate collaboration between the content editor and the Communications Team, programme officers, and other relevant stakeholders.
- Provide access to necessary resources, including background materials, research data, and any other relevant information.
- Approve final versions of all edited content before publication or dissemination.
- Designate a primary point of contact within the Communications Team for the content editor.