



Terms of Reference (ToR)

Grant Manager – Google Ads Grant Management *Selection Documentation for Goods, Works & Services* *For ICLEI – Local Governments for Sustainability*

1. Details

Requested by: Matteo Bizzotto, Senior Officer, Global Communications, ICLEI World Secretariat

Email: matteo.bizzotto@iclei.org

Date posted: 10 October 2025

Deadline for submission: 24 October 2025

Location: Bonn, Germany

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for zero emission, nature-based, equitable, resilient and circular development.

3. Scope of Services

This Terms of Reference is for the procurement of services related to Google Ads Grant Management.

The selected Grant Manager will:

- Manage Google Ads Grants to drive maximum traffic to ICLEI's websites.
- Develop ads that maintain a high click-through rate (CTR), maximize use of ad grants and remain compliant with grant requirements (CTR above 5%).
- Work closely with ICLEI's Global Communications Team to plan, develop, and implement campaigns.
- Create and manage at least 10 campaigns per month across multiple ICLEI web domains.
- Monitor performance and adjust campaigns to optimize results and budget utilization.
- Meet with ICLEI representatives at least every two months to monitor and plan.

The Grant Manager is expected to deliver measurable outcomes, including increased website traffic, improved visibility of ICLEI initiatives, and stronger engagement with ICLEI's target audiences.





4. Participation in a Framework Contract with ICLEI

ICLEI is seeking to contract one Grant Manager for a service contract of up to **four (4) years**. During this period, the Grant Manager will manage ICLEI's Google Ads grants, with regular performance updates to the Global Communications Team.

5. Duration of the Framework Contract

The Framework Contract will have a duration of **four (4) years**. The Framework contract might be terminated before its end by both parties without prior notice, except if the selected service provider is engaged in the delivery of a work order, in which case it must first finalize it before terminating the Framework Contract.

6. Target Audiences

ICLEI works with many audiences around the globe. Our target audiences include:

- Political leadership and administrative staff of local governments, including cities, towns and regions
- Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations
- Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations
- Representatives from other levels of government, such as national and subnational governments.
- Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
- 700+ ICLEI staff in 27 global offices

7. Costs to be included in the proposal

In order to evaluate service providers for a Framework Contract, applicants should include their fee structure clearly in their proposal. The fee structure shall be fixed for the duration of the Framework Contract.

8. Portfolio Reference

To evaluate suitability, applicants should include:

- A description of relevant past experience in grant or ad campaign management.
- References from similar projects, ideally in the non-profit or sustainability field.



9. Terms and conditions

All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment. The provider shall not pass on to any third party any data, document, clips, or other materials prepared or obtained during the assignment and 4 (four) years thereafter.

10. Terms of payment

The payment terms are to be discussed and finalized with the selected Grant Manager, including changes to rates based on inflation and other considerations.

Payments will be made in Euros.

11. Evaluation of proposals

Proposals will be evaluated on the following criteria:

- Cost of proposed services (50%)
- Demonstrated past experience and portfolio of similar projects (50%)

12. Proposal submissions

Interested parties are requested to submit their proposals, including costs and portfolio, by **24 October 2025 at 17:00 Central European Time** to: Matteo Bizzotto, Senior Officer, Global Communications, ICLEI World Secretariat, matteo.bizzotto@iclei.org.

Queries can also be directed to Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat, ariel.dekovic@iclei.org during this time.