

IRMA Overview

Mined materials form the backbone of modern industrialized societies, embedded in everything from our electronics to our vehicles, jewelry, and infrastructure. Mining companies provide the materials necessary for these industries. Mining also has a legacy of long-term negative impacts, from contaminated water and landscapes, to risks to human rights, worker safety, and Indigenous Peoples' rights. The world is now expecting even more from mining operations, especially given their role in the global energy transition and in addressing the industry's historical legacy.

The Initiative for Responsible Mining Assurance (IRMA) offers a constructive and solution-oriented path forward. IRMA was founded on the belief that everyone impacted by mining should have a say in how responsible mining is defined and measured. Uniquely, IRMA was co-created by six diverse sectors, ensuring communities, workers and NGOs are given an equal voice alongside mining companies, purchasers of mined materials, and finance professionals.

By convening experts, advocates, and industry leaders across these sectors, IRMA has developed an independent, best-practice standard for responsible mining, as well as a transparent process for assessing mine performance against that standard. As more audit reports are released, stakeholders are seeing that this system, built by all sectors, has concrete benefits for each one.

The Initiative for Responsible Mining Assurance (IRMA) is seeking a skilled Communications Consultant to synthesize and translate IRMA's technical rigor into compelling narratives. The consultant will develop a suite of high-impact assets designed to equip IRMA and its members with the strategies, framing, and tools necessary to drive internal alignment and facilitate executive-level decision-making. This role is critical to advancing IRMA's mission and strengthening our communications strategy in a way that serves diverse stakeholders across sectors and geographies. The position will collaborate closely with Sector Leads and the Deputy Director.

Scope of Work

1. Stakeholder Engagement

- Ecosystem Expansion Roadmap: Identify a minimum of five high-priority communications channels or strategic outlets, with a tailored engagement

plan and projected resource allocation model to facilitate institutional sustainability.

- **Strategic Narrative Framework:** Design a framework that defines IRMA's core messaging, and includes a Tactical Matrix (e.g. social media, op-eds, long-form content) that will "backwards-map" outputs to specific stakeholder impact goals.
- **Style Guide:** Establish a cohesive "IRMA voice," ensuring cohesion with our ethos while evolving our tone for broader accessibility and consistency. This guide must balance technical precision with relatability across all diverse actors and touchpoints.

2. Narrative Synthesis & Stakeholder Empowerment

- **Business Case:** Refine and elevate the "Business Case" into an executive deck that translates the value of IRMA standards into a compelling narrative for all stakeholders.
- **The "Champion" Toolkit:** Synthesize existing value cases, research, and sector-specific narratives into a modular toolkit. This includes concise talking points and visual assets (one-pagers, graphics) that enable staff and members to act as IRMA ambassadors and share a set of cohesive messages in a variety of venues from 1:1 meetings to global conferences.

The Consultant is responsible for end-to-end narrative development and graphic design. Design services may be outsourced; please specify in the proposal.

Final deliverables must be provided in editable source formats (eg. Adobe Creative Suite, Canva, Microsoft Office Suite) to ensure IRMA's institutional ability to update content over time.

Qualifications

The successful individual or firm will ideally demonstrate the following qualifications:

- Minimum of 5-7 years of relevant experience in strategic communications, public relations, or marketing roles, with a proven track record working within multi-stakeholder environments (eg. responsible mining, nonprofit, sustainability, or international standards).
- Exceptional written and verbal skills, with a proven ability to adapt high-level messaging for diverse global audiences.
- Proven ability to translate rigorous, "matter-of-fact" technical data into warm, engaging narratives that simplify complex concepts for a broad audience.
- Demonstrated capability to tailor messaging for diverse audiences, with the ability to pivot tone and framing to resonate equally with corporate sustainability teams, labor unions, and Indigenous rights holders.
- A firm commitment to inclusive communication, ensuring materials are accessible and culturally sensitive across a global multi-stakeholder landscape.

- Proven ability to lead cross-functional projects in a fully remote environment, consistently meeting deadlines and managing competing priorities with a collaborative, solution-oriented mindset.
- Native or professional-grade fluency in English is required; additional languages are an advantage.

Timeline

While the target completion date is 30 November, applicants are encouraged to suggest a work plan that outlines an effective timeline for key milestones, with consideration for the necessary phases for internal review and approval.

Rate and Payment Structure

This is a fixed-price, deliverable-based contract. The total budget for this engagement ranges between US\$28,000-32,000, inclusive of all labor and administrative costs. Compensation will be tied to specific milestones, with payments disbursed in installments upon formal submission and approval of the key deliverables according to the project workplan.

Proposal Submission

Interested applicants should submit a brief proposal package (2-4 pages, excluding the portfolio, references, and optional CV), including:

- A summary of your background and qualifications, including specific experience in sustainability or ESG communications.
- A high-level project workplan, outlining estimated level of effort and project delivery timeline), project and deliverables timeline
- Fee proposal: provide a milestone-based payment schedule aligned with the completion of specific project deliverables. Please also specify if design services are planned to be handled in-house or outsourced.
- Portfolio: 1–2 relevant work samples or case studies. At least one sample must demonstrate the ability to translate complex/technical information into a visually compelling executive-level format (e.g., slide deck or one-pager).
- 2-3 professional references from similar engagements.
- (Optional Supporting Documents) Current CV

Submissions should be emailed to careers@responsiblemining.net and will be evaluated on a rolling basis. For full consideration, please submit your proposal no later than 27 February 2026.

IRMA is committed to equity, diversity, and inclusion. We encourage proposals from consultants and firms that share these values and incorporate equitable practices in their work. We welcome submissions from individuals of all backgrounds and do not discriminate on the basis of race, gender, sexual orientation, age, disability, or other protected characteristics.