RFP: Orbis Flying Eye Hospital Project Communications Consultant – Peru 2026

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About Orbis

Orbis International works around the world to prevent blindness and restore sight for children and adults in places where eye care is out of reach—so vision problems don't make it harder to learn, earn a living, or enjoy life. Around 1.1 billion people live with vision loss, but with the right care, 90% of it is completely avoidable. That is why Orbis trains doctors, nurses, and other eye care professionals to provide care in their own communities—and works to make sure people of all ages can access the eye exams, glasses, medicine, and surgeries they need to protect and restore their sight. Orbis began this work more than 40 years ago with the Flying Eye Hospital, a teaching hospital on a plane that brings expert training and care where they're needed most. Today, we also work with local hospitals and clinics across Africa, Asia, and Latin America to make eye care available to more people, and we use and develop technology—like our award-winning Cybersight e-learning and telehealth platform, artificial intelligence screening, and virtual reality training—to help eye care teams treat patients more effectively. Orbis ranks in the top 3% of U.S. charities, having earned top marks for transparency and accountability from Charity Navigator, GuideStar, and the Better Business Bureau.

Project Background

The Orbis Flying Eye Hospital will be implementing a project in Arequipa, Peru, from April 20-May 8, 2026. Throughout this three-week project, Orbis will provide simulation and surgical training for Peruvian ophthalmologists, anesthesiologists, ophthalmic nurses, eye care professionals in-training, and biomedical engineers and technicians.

Orbis is seeking a communications professional to steward all communications activities for the project. The consultant must be familiar with, have strong contacts in, and be able to effectively navigate the Peruvian media landscape and provide administrative support for all communications efforts regarding the project, with the overall goal of uplifting the public image of Orbis in Peru, the region, and around the globe. The consultant should also be familiar with working with regional and international media in Peru. Experience working with social media influencers is a plus. The consultant should be comfortable working in English and Spanish, with a level of proficiency suitable for public-facing communications.

Scope of Work

Time Requirements: The duration of the contract will last from October 2025 – May 2026. The consultant will be needed on a part-time basis (about 10-20 hours per week) from October through early April. The majority of this work can be done from home; however, visits to government offices, media offices, the airport, printers, partner hospitals, etc. will be essential. The consultant is expected to respond to emails within 1 business day during this time period. Dedicated work hours each week may slowly increase as the project dates get closer. The consultant will be needed on-site and full-time for the duration of the three-week project from April 20-May 8, 2025 (and potentially starting full-time hours April 1, depending on how project planning is unfolding). After the project, for the remainder of May 2026, the consultant will be needed on a part-time basis (about 5-10 hours per week).

*Full-time might need to start as early as April 1, depending on planning needs.
*Dates are subject to change, and the consultant must be flexible.
*The vendor must reside in Arequipa, where the majority of the work will take place.

Media Outreach: The consultant should have experience working with Peruvian media and understand the process for communicating with them, how to pitch them for earned media opportunities, distribute press releases, make invitations to attend events on behalf of Orbis, etc. The

consultant should be able to provide insight into any unique cultural elements about working with the Peruvian media and advise on how to appropriately communicate with them. Tasks will include:

- Create a list of media targets to pitch to cover the Flying Eye Hospital project, including broadcast, radio, print, and digital outlets. Determine how each outlet should be pitched, e.g., to attend the opening ceremony and tour the plane, to interview Orbis spokespeople, or to visit the plane on a specific media day separate from the opening ceremony.
- Create unique pitches for each outlet, follow-up on pitches that did not receive a response, and work with reporters to schedule dates/times for interviews/visits to the project.
- Create a list of popular Peruvian bloggers and social media influencers with relevant interests in the project (e.g., aviation, women and girls, health care, eye care, social impact, etc.) and that align well with Orbis's brand. Make contact with them and coordinate how best they can work with Orbis to feature the project on their platforms.

Administrative Duties:

- Translate any necessary documents from English into Spanish, e.g., press releases, signs and banners, brochures, speeches/remarks, tour scripts, talking points, etc.
- Work with communications contacts at the airport to determine special access for press, if needed.
- Work with communications contacts at government ministries to determine access and visa requirements for international journalists.
- Work with communications contacts at the partner hospital to determine if and when media can visit, who they can interview, and where this can take place.
- Acquire a minimum of three price quotes and timelines for printing jobs from local printers for various collateral, including an opening ceremony backdrop, banners, and brochures.
- Ensure signage and brochure artwork is delivered to the selected printer on time, pick up printed materials from the printer, and deliver them to the appropriate Orbis staff members to display.
- Work closely with the Orbis Flying Eye Hospital team, and Orbis International (OI) Communications team to complete all tasks.
- Update the Flying Eye Hospital project visitor spreadsheet with media and influencer visits to the project.
- Keep an up-to-date spreadsheet that tracks in real-time publications resulting from the project (e.g., print and digital media hits, social media influencers' posts, etc.) before, during, and after the project takes place.

Event Planning and Management:

- Assist the Orbis Latin America team with planning an opening ceremony for the project that will be attended by high-level Peruvian dignitaries, local media, and Orbis partners and supporters. Duties might include:
- Drafting, printing, and delivering invitations for VIP visitors to the opening ceremony.
- Coordinating with the Ministry of Health, VIPs, and the airport
- Ensuring visitor/media access, creating tour schedules, etc.
- Setting up before the event and breaking down after the event
- Coordinating catering, rental equipment (tables, chairs, stage, speakers, etc.), transportation needs, etc.
- Help coordinating any cultural elements (dancers, performers, etc.)

Full-time duties during the three-week project from April 20 – May 8,2026

- Be on site at the airport or the partner hospital every day throughout the project to provide support where needed, including for translation.
- Be at the airport for specified media days and the opening ceremony location.
- Work closely with OI communications staff and the Orbis Latin America team to coordinate with members of the media as they arrive, accompany them on tours of the plane, and coordinate interviews with Orbis spokespeople.

The scope includes any other duties as requested by the Orbis Flying Eye Hospital Program Manager, Associate Director of Global Communications and Marketing, and/or the Vice President of Global Communications and Marketing.

The consultant will submit monthly reports and invoices to the Associate Director of Global Communications and Marketing (with a CC to the Orbis Flying Eye Hospital Program Manager assigned to the Peru project), detailing activities, action items, and follow-up plans. Other reports may be requested by the Orbis Latin America Team, the Flying Eye Hospital team, and/or the OI Communications and Marketing team.

Pricing

Vendor must submit a quote for an hourly rate.

RFP Submission Process

In order to finalize the selection of the most appropriate provider, the following information is required in each proposal. The proposal MUST contain all of the information requested below:

- Bid proposals must provide a narrative that conveys understanding of the objectives of the RFP and the nature of the work, outline services covered within the retainer, and demonstrate the ability to successfully complete the work described in the Scope of Work section.
- The proposal should be submitted with the name and professional background of the project manager who will serve as the primary point of contact and, where relevant, any other individuals who will be assigned to the Orbis account.
- Please clearly indicate your past experience with the Peru media, international media, and other nonprofit organizations.

Evaluation Weight Table

The review committee will evaluate each proposal and, at their discretion, will select one vendor to complete the work specified in the Scope of Work section.

Evaluation Criteria 1: Qualifications and experience (weight 50%)

- Demonstrate expertise in and understanding of the Peru media landscape
- Demonstrate experience working with regional and international media
- Demonstrate experience working with social media influencers
- Demonstrate event management experience
- (Preferred) Demonstrate experience working with NGOs and various Peruvian government ministries

- (For agencies only) Identify and provide relevant professional background on the account manager who will serve as the primary point of contact for this effort, in addition to providing that information for any other individuals who will support the account.

Evaluation Criteria 2: Implementation Timeline (weight 10%)

- Proposal is submitted by the provided deadline.

Evaluation Criteria 3: Price Quote (weight 40%)

- Vendor provides a fair quote for an hourly rate.
- Vendor provides a nonprofit discount rate, if available.

RFP Timeline

Issue Request for Proposals	Monday, August 11, 2025
Proposal submissions due	Friday, August 22, 2025
Virtual interviews	Monday, August 25 – Friday, August 29
In-person interviews (in Arequipa)	Monday, September 1, 2025
Select Vendor to Award Business	Friday, September 19, 2025
Estimated Contract Start Date	Monday, October 6, 2025
Contract Duration	6 months

Submission of Proposals

Please submit your proposal here no later than Friday, August 22, 2025. Multiple attachments may be added.

Contract award and notification

Orbis will award the Contract to the notified successful Bidder whose bid has been determined as the best evaluated one considering price and performance factors, provided further that the Bidder is determined to be qualified to enter into a master service agreement.

Disclaimer

Orbis reserves the right to alter the dates of the timetable.
Orbis does not bind itself to accept the lowest or any proposal.