

Call for Consultant: Strategic Message Research and Testing for the TMM/TDoR 2026 Campaign

[open call](#), [protection from violence and hate](#), [trans murder monitoring](#)

TGEU is seeking an external consultant to carry out strategic messaging research and testing to inform our 2026 Trans Murder Monitoring (TMM) and Transgender Day of Remembrance (TDoR) campaign.

Background

Each year, TGEU's TMM/TDoR campaign raises awareness of murders of trans people around the world, honours trans lives lost, highlights the structural nature of anti-trans violence, and supports advocacy for stronger protections for trans communities. Every year, the campaign combines research, remembrance, community solidarity and policy advocacy.

For the 2026 campaign, TGEU is looking to strengthen its messaging through audience research and message testing to better understand how different audiences respond to campaign narratives and identify the most effective communication approaches.

Working arrangements

The consultant will work closely with the **Communications Manager**, who will act as the primary contact throughout the consultancy. The consultant will work collaboratively with TGEU's Communications, Research and Policy teams throughout the project, drawing on their expertise to inform the research methodology, approach to focus groups, messaging for testing, and final recommendations.

Scope of the consultancy

Working closely with TGEU's Communications Manager and with input from the, Policy and Research teams, the consultant will:

- Review previous campaign materials, messaging and insights.
- Design a qualitative research methodology, including focus groups and message testing.
- Support the development of messaging concepts for testing in collaboration with TGEU.
- Facilitate focus groups with selected audience groups.
- Analyse research findings and provide evidence-based recommendations to inform the development of the 2026 campaign.

The consultant will act as a research partner, not a campaign strategist or creative lead.

This project focuses on strategic messaging research and recommendations. The research will explore how different audiences respond to campaign narratives, including questions around remembrance, structural violence, accountability, solidarity and calls to action.

Deliverables

The successful consultant will be expected to deliver:

- A research and message-testing plan.
- Research materials, including discussion guides and messaging concepts for testing through focus groups.
- A report summarising focus group findings and audience insights.
- Evidence-based recommendations for campaign messaging, audience approaches and communications priorities.

Consultant profile

We are looking for a consultant with demonstrated experience in:

- Strategic communications research.
- Audience insight and message testing.
- Qualitative research methods and focus group facilitation.
- Advocacy, human rights or social change communications.
- Developing evidence-based communications recommendations.

Experience working with trans communities and/or on sensitive human rights issues is essential.

Timeline

The consultancy is expected to take place between **August and October 2026**.

Key milestones include:

- **August:** Research design and preparation.
- **September:** Focus groups and message testing.
- **October:** Analysis, recommendations and final reporting.

Final deliverables are expected by **14 October 2026**.

Budget

Applicants are asked to submit a proposed budget for delivering the consultancy. The maximum budget available is 10k euro.

The proposed budget should include:

- consultancy fees;
- a breakdown of costs by activity or phase of work;
- An indicative timeline with project milestones defined
- any anticipated additional costs, such as focus group participant compensation, accessibility support, translation or interpreting, where applicable.

TGEU reserves the right to negotiate the final scope, timeline and budget with the selected consultant.

Assessment criteria

Applications will be assessed against the following criteria:

- Demonstrated experience in strategic communications research and message testing.
- Experience designing and facilitating qualitative research and focus group facilitation.
- Experience working on advocacy, human rights or social justice communications.
- Understanding of trans communities and anti-trans issues.
- Quality, feasibility and appropriateness of the proposed methodology.
- Value for money.

Application process

To apply, please submit:

- **A proposal** (maximum three pages) outlining:
 - your understanding of the brief;
 - your proposed methodology and approach to the consultancy;
 - an indicative workplan and timeline;
 - your proposed budget, including a breakdown of costs.
- A CV highlighting relevant experience.
- Up to three examples of similar work or previous related projects.
- Contact details for two referees.

Applicants must be based in the EU.

Please send applications to **contracts@tgeu.org** with the subject line:

Strategic Messaging Research – TMM/TDoR 2026

Application deadline: 8am CEST Monday 17 August