

Consultancy contract for a communications specialist

Request for written proposal

Request to submit a written proposal for a work assignment with UNESCO

UNESCO is inviting written proposals from Individuals for the work assignment described in attachment A.

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- Terms of Reference (see attachment A);

Your written proposal should comprise:

- a) A Technical Proposal consisting of
 - i. an up to date curriculum vitae;
 - ii. an approach and methodology for the assignment, a work plan and comments on the Terms of Reference, if any (in brief).
- b) The amount to be charged for the assignment, which should be quoted in US dollars or in euros only on a monthly full time basis (based on 5 working days per week).

Please include any travel costs separately.

Your proposal and any supporting documents must be in either English or French.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organisation best value for money.

Your proposal should be submitted by e-mail no later than close of business (18:00) on Monday 8th of April 2019 to Diane Lalancette (d.lalancette@unesco.org). E-mail proposals should not exceed 5MB.

Please submit any questions to d.lalancette@unesco.org by Wednesday 4th of April 2019.

It is the individual's responsibility to ensure that his/her proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

Background information

The international community has set an ambitious 2030 Agenda for Sustainable Development calling for an integrated approach to development, in which education and training are central. To achieve Sustainable Development Goal (SDG) 4 "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" relevant teaching and learning methods and content that meet the needs of all learners, including minority language speakers, indigenous groups, and children with disabilities, taught by diverse, equitably and rationally allocated, well-qualified, trained, adequately remunerated and motivated teachers, are needed.

UNESCO and the International Task Force on Teachers for Education 2030, in collaboration with 6 international partner organizations [Education International (EI), the Global Partnership for Education (GPE), the International Labour Organization (ILO), UNHCR, UNICEF, and the World Bank] have developed the Initiative: "**Strengthening Multi-Partner Cooperation to Support Teacher Policy and Improve Learning**", which is funded by the Government of Norway. The initiative aims to coordinate a harmonized multi-partner approach to support selected developing countries in Africa in strengthening their teacher policies as integrated components of their education sector plans for the achievement of the teacher target (target c) of SGD 4. The initiative targets four African countries: Burkina Faso, Ghana, Malawi and Uganda.

Attachment A: Terms of Reference

Under the guidance of the Chief of the Section of Teacher Development and the direct supervision of the Senior Project Officer, the incumbent will develop and start implementing a communication and advocacy plan for the initiative and develop communication and advocacy materials for different audiences to increase visibility of the initiative and achievement of key milestones at global, regional and national levels. Specifically, the incumbent will:

- 1. Develop a communication and advocacy plan** outlining potential opportunities for communication and advocacy, including in relation to national and international key education events, social media presence, and critical communication and advocacy materials to be developed and communication and advocacy tools to be used by National Project Officers (NPOs), building on the existing draft communication plan.
- 2. Produce communications and advocacy materials, and outreach tools** in accessible non-technical language for a variety of audiences and purposes, including brochures and fliers about the initiative, presentations, articles, infographics, and audio-visual material in close cooperation with the Education Sector's Knowledge Management Unit and in line with the Sector's communications guidelines.
- 3. Increase the visibility of the initiative** in particular by enhancing the webpage (on UNESCO's website) through the inclusion of articles, stories and information on events and progress of the initiative, and the preparation of news items for inclusion in UNESCO internal and external communication channels (TTF newsletter, ED newsletter, SDG 4 Steering Committee newsletter, etc.), in consultation with the project coordination team.
- 4. Support knowledge management** by facilitating information exchange and knowledge sharing among international and national partners and NPOs, including through the maintaining of the initiative's collaborative workspace on UNESTEAMS.

Deliverables and timelines

The estimated timelines below are to be considered as rough estimates.

- One communication and advocacy plan developed (approximately 5 to 7 pages): to be delivered in May 2019
- One project flyer developed (UNESCO standard format, 6 pages): to be delivered in May 2019
- Infographics developed: to be delivered in June 2019
- Approximately 8 news items/articles drafted: to be delivered between April and October 2019
- 1-2 other audio-visual materials on the initiative developed: to be delivered between September and October 2019
- 4 individual summaries of country mappings (10 to 12 pages) and 1 brochure presenting a summary of the key findings of the four country mappings (10 to 15 pages) developed: to be delivered between June and August 2019
- Templates for communication and advocacy materials for country-level use developed including a flyer, a project summary, communiqué de press, web articles (using UNESCO Education Sector standard formats and guidelines): to be delivered between May and June 2019
- One presentation of the initiative (8 to 10 slides) developed: to be delivered in June 2019
- Editing and lay-out of the initiative's Cooperation Framework (approximately 50 pages) done: to be delivered in May/June 2019

- Editing and lay-out of key meeting report's (1 to 2 reports with approximately 20-25 pages each): to be delivered between May and September 2019)

Profile and qualifications

- Advanced university degree in the field of communication, journalism, marketing and/or other relevant fields;
- Minimum of 5 years of progressively responsible and relevant professional experience in developing and implementing effective communication and advocacy strategies and producing content, with at least three years in an international environment;
- Excellent professional writing skills;
- Excellent IT skills with proficiency in the use of MS Office and business communication tools (Illustrator, InDesign, Photoshop, etc.);
- Excellent knowledge of English and good working knowledge of French (oral and written);
- Good knowledge of education issues;
- Attention to detail;
- Ability to work in a multicultural environment