

## **Terms of Reference**

### **Communications and media consultant – Germany**

#### **Global Partnership for Education**

Short-term Consultant (STC)

#### **Description**

Are you a passionate advocate for education? Do you want to make a difference in the lives of children in the world's poorest countries? The Global Partnership for Education Secretariat (GPE) would like to hear from you.

#### **Who We Are**

GPE is a shared commitment to end the world's learning crisis. It is the only global partnership and fund dedicated entirely to helping children in lower-income countries get a quality education, so they can unlock their potential and contribute to building a better world.

We bring together governments, teachers, civil society, donors, United Nations agencies, development banks, businesses, and private foundations to transform education systems so that every girl and boy can have hope, opportunity and agency.

#### **What We Do**

GPE currently supports more than 80 low and lower-middle-income countries to transform their education systems so that all children can get the education they need to thrive. We work where the needs are greatest and focus on reaching the children who are the most vulnerable, including girls, children with disabilities and those who live in countries characterized by extreme poverty or conflict.

Our unique approach works. Since 2002, 160 million more children in GPE partner countries have set foot in classrooms for the first time, more than half of them girls.

#### **How We Work**

Now, GPE is working to help governments transform their education systems to get the most vulnerable children in school, improve teaching and learning, and build equitable, inclusive and resilient education systems fit for the 21st century. Between 2020–2025, GPE will support transformative change in up to 90 countries and territories, which are home to 1 billion children. Transforming education is about creating lasting changes and achieving impact at scale. GPE sets out to deliver this transformative change by convening partners, mobilizing funds and catalyzing reforms to help partner countries accelerate access, learning outcomes and gender equality.

#### **Raise Your Hand**

In July 2021, the Global Education Summit put GPE firmly on the path to be fully funded by 2025, by raising a record US \$4 billion from donors for GPE's Raise Your Hand campaign. At the Summit, Heads of State and Government from partner countries made historic commitments

to education financing and GPE also mobilized an unprecedented number of pledges from businesses, private foundations, and development banks.

A fully funded GPE would support transformed education systems in up to 90 countries and territories, enable up to 175 million children to learn and help get 88 million more girls and boys in school by 2025. In the longer term, this investment could add \$164 billion to economies in GPE partner countries, lift 18 million people out of poverty, and protect 2 million girls from early marriage.

### **GPE's work in Germany**

Germany has been a member and active partner of the GPE since 2005. It is currently the fourth largest donor to the GPE. GPE's work in Germany is primarily focused on positioning GPE amongst stakeholders, with a particular focus on the German government, parliament (Bundestag), civil society, and the media.

### **About the role**

The ***communications and media consultant - Germany*** will support GPE's engagement in Germany by identifying and developing strategic and tactical communications (also social media) to position GPE with the current government and public. The key objective for this role is to raise GPE's profile through positive (social) media coverage in support of GPE's advocacy strategy in Germany.

This position is a short-term consultancy (STC) for initially 25 days between April/May and December 2023. The position holder should be based in Germany, preferably in Berlin. The consultant will report to the communications team and Germany country lead and Advocacy lead.

Application deadline: May 26

Preferred starting date: As soon as possible

### **Duties and Accountabilities**

The consultant will work closely with the Communications and Media team as well as with the with GPE's Country Lead for Germany and other colleagues working on Germany to ensure coordination, consistent messaging and visibility for GPE's work with the target audience.

### **Principal activities**

- Provide strategic communications advice on outreach in Germany taking into consideration political influencers and decision makers; identifying opportunities to increase GPE's visibility, particularly in relevant German media outlets.
- Develop, implement and monitor a communications & (social) media strategy for Germany, aligning with the Secretariat's overall external communications plan. The strategy will include relevant media product development and pitching, social media

content adaptation and dissemination, and identifying other visibility opportunities for GPE spokespeople in the German market.

- Develop press materials, case studies and social media content in German and tailored dissemination strategy to the local German market, including co-authoring or sharing content with German influencers.
- Contribute to preparations for external engagements relating to German, including presentations
- Development of German-language materials, including factsheets, brochures, videos; social media assets etc.
- Develop ideas for and draft blogs, op-eds, tweets, thought leadership articles and other communications products in German to raise the profile of GPE's work in Germany.

### **Key deliverables**

- Updated media and communications strategy in support of GPE's donor engagement in Germany.
- Publication of at least 6 stories by journalists featuring GPE's work in global education and/or education in crisis.
- Placement of at least 2 op-eds and/or blog posts in German media outlets by the GPE Board Chair, Vice Chair and GPE CEO/acting CEO.
- Securing at least 1 broadcast interview of the GPE Board Chair or CEO or special reports featuring GPE.
- Organizing media events in Germany, possibly together with partner organizations
- Expand social media follower base among German audiences.

### **Selection Criteria**

- Bachelor's degree in a relevant discipline and 6 years relevant professional communications experience, or equivalent combination of education and experience.
- Extensive contacts and proven relations with journalists across Germany and with German journalists based in GPE partner countries
- Proven ability to work collaboratively with others by demonstrating flexibility and openness to diverse approaches.
- Ability to work quickly and effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work.
- Demonstrated excellence in written and oral communications.
- Strong interpersonal and teamwork skills; demonstrated client orientation; sensitive to working in a multicultural environment.
- Fluency in German and English is required.

### **How to apply**

Please send your CV and brief cover letter to Cora Lüdemann, Senior Advisor Germany at [cluedemann@globalpartnership.org](mailto:cluedemann@globalpartnership.org), with "Communication and Media consultant – Germany" in the subject line.

**Diversity and inclusion statement**

Poverty has no borders. Neither does excellence. This is why we continually search for qualified individuals with a diverse set of backgrounds from around the globe. We are proud to be an equal opportunity and inclusive employer with a dedicated and committed workforce, and do not discriminate based on gender, gender identity, religion, creed, race, color, ethnicity, sexual orientation, or disability.

GPE has a zero-tolerance policy against all forms of sexual exploitation, abuse and harassment in line with its PSEAH policy.