TERMS OF REFERENCE – COMMUNICATION SHORT-TERM CONSULTANT

Background

Who we are

The Global Partnership for Education (GPE) is a shared commitment to ending 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 achieve our shared vision that every child deserves to learn.

What we do

GPE supports nearly 90 lower-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.

How we work

Transforming education is about creating lasting changes and achieving impact at scale. GPE’s new strategic plan, GPE 2025, sets out to deliver this transformative change by convening partners, mobilizing funds and catalyzing reforms to help partner countries get more girls and boys in school, improve teaching and learning, and build equitable, inclusive and resilient education systems fit for the 21st century.

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. In 2020, GPE was also the largest provider of education grants in the global COVID-19 response, rapidly providing partner countries with vital resources to ensure that learning could safely continue.

The communications team in the GPE Secretariat wants to recruit a short-term consultant to support the communications team.
Duties and Accountabilities

The consultant is expected to provide support to a variety of tasks within the communications team, including but not limited to:

- Manage the GPE main email account for external queries ([information@globalpartnership.org](mailto:information@globalpartnership.org)). This involves regularly checking incoming emails, responding as necessary with prepared responses, or forwarding some emails to relevant GPE colleagues for response.
- Curate the GPE Flickr galleries (private and public) using appropriate judgement for the best quality images to share publicly, writing clear and compelling captions and using metadata (keywords, tags, albums, etc.) appropriately.
- Organize GPE-branded materials for shipping to events and conferences or for colleagues to take on trips to give to partners.
- Collecting data for monthly or ad hoc reporting on email campaigns, which may include using tools like CISION, Google Analytics or other.
- Compile most useful data points relevant to our work from key partners’ new reports.
- Support management of the Communications team intranet page by updating or adding documents, ensuring information is up to date.
- Draft, prepare and schedule email campaigns about GPE’s work using Mailchimp templates.
- Support the publication process, which may include receiving and reviewing proofs, liaising with printers and staff.
- Other duties as required.

The consultant will be hired initially for 50 days over FY24 (July 2023–June 2024). Other days may be added as needed. The consultant will report to Tamara Kummer, Communications team lead. The position is based in the Washington, DC area, but most of the work will be remote, with only a few days expected in the office for specific in-person tasks or meetings.

Qualifications

- Relevant degree with 2 years of experience
- Good knowledge of the techniques, approaches, tools and methodologies for communications activities.
- Good attention to details
- Strong writing and presentation skills and sound working knowledge of digital communications tools and channels.
- Cultural sensitivity and strong interpersonal skills with ability to interact with people at various professional levels and from diverse backgrounds.
- Personal and professional integrity, self-motivation, sound judgement and ability to work independently.
• Spoken and written fluency required in English. Proficiency in French or another global language would be desirable.
• Strong organizational, research and analytical skills. High attention to detail.
• Excellent computer skills; ability to use standard World Bank Group technology packages, e.g., MS Office, O365, Outlook, etc.
• Experience using email marketing tools e.g. Mailchimp or similar would be an advantage.
• Ability to work independently and as part of a team. Demonstrated willingness to provide help, assistance and support to members of the team.

GPE is committed to achieving diversity in terms of race, gender, nationality, culture, and educational background. Individuals with disabilities and nationals of GPE developing country partners are equally encouraged to apply.

Send applications (cover letter + CV) to information@globalpartnership.org noting “STC communications” in the subject line. Deadline for application is August 4, 2023. Only the shortlisted candidates will be contacted. Interviews will take place in early September.