

Request for written proposal: Arabic speaking communications consultant

Background

The Global Education Monitoring Report (GEM Report) is an editorially independent, authoritative, and evidence-based annual report that monitors progress towards the global education goal and targets adopted by the UN in September 2015. The Report is published by UNESCO.

The third report in the GEM Report series, the 2019 GEM Report, looked at the theme of migration, displacement and education and was issued at the end of 2018. The Report team is now working on an Arab States Regional Report on this same theme. This Regional Report will draw on the global analysis provided in the 2019 GEM Report, and be complemented by new case studies on issues including internal migration in Egypt; double shift schools in Lebanon; curricula for Palestine refugees; international schools in the Gulf; and internal displacement in Iraq, Sudan, Syria and Yemen.

The Regional Report will be launched at the WISE Summit in November 2019 in Doha, Qatar at a high profile event. It will be launched in English and Arabic along with four videos from the region, already being worked on by a production company.

The fourth report in the GEM Report series, due out in early 2020, will continue its assessment of progress towards the new global education goal in the Sustainable Development Agenda. It will also look at inclusion and education, addressing all groups excluded from education, including girls, the poorest, refugees, ethnic and linguistic minorities, LGBTQ communities and with a special focus on people with disabilities. By analyzing countries from across the world, the Report will highlight policies and interventions that can be scaled up to build an inclusive education system.

Objectives

The consultant will work with the Senior Communications Specialist in the GEM Report team to target relevant Arabic speaking audiences with the new findings and recommendations in the Regional Report for the Arab States launched in November 2019 and the 2020 GEM Report on inclusion launched in March 2020.

Output

The consultant will be asked to produce:

1. One outreach and dissemination plan for the regional report in the Arab states (4 pages)
2. One outreach and dissemination plan for the full 2020 Gem Report (4 pages)
3. Four press releases (8 pages)
4. One social media pack (1 page)
5. Four blogs (1000 words each)
6. Two event concept notes (2 pages each)
7. Two powerpoint presentations in Arabic (10 slides each)
8. Speaking notes for two speakers (4 pages)
9. One Report detailing outreach impact and lessons learnt (4 pages)

Written Proposals should include the following and be sent to Kate Redman k.redman@unesco.org no later than close of business (18.00) on 15 September 2019:

1. Written description of the approach taken to carry out the work, including examples of former work relevant to this consultancy.
2. A quote for the amount required for the full task

Timeline October 2019 – March 2020

Candidates should demonstrate proficiency working (including writing and speaking) in Arabic as well as prior experience working on communications and media outreach in the Arabic language and Arab States region.