



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Consultancy contract

Request for written proposal

Reference: GEM Report 2021/2 - Media Specialist (Consultancy)

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 Annex A.

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

- Terms of Reference (see Annex A);
- Background note (see Annex B)

Your written proposal should comprise:

a) A Technical Proposal consisting of:

- an up to date curriculum vitae
- an approach and methodology for the assignment (no longer than 1 page)
- The amount to be charged for the assignment, which should be quoted in US dollars or in euros only for the period 17 May 2021 – 17 December 2021 **as a monthly fee.**

Please submit your supporting documents in English.

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 relation to the criteria set forth in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money.

Your proposal should be submitted by e-mail no later than close of business (18:00) on 29 March 2021. E-mail proposals should not exceed 5MB.

The e-mail should be addressed to

Kate Redman: k.redman@unesco.org

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.

Kate Redman
Senior Communications and Advocacy
Specialist
Global Education Monitoring Report

Attachment A

Terms of Reference – Media Specialist (Consultancy)

DUTIES AND REQUIREMENTS

The purpose of this consultancy is to provide support to strengthen the GEM Report's visibility and to increase the profile of the team's products – evidence, messages and recommendations in online, print and broadcast media in global, regional and national outlets. She/He will provide communication support to the Senior Communications and Advocacy Specialist and the GEM Report social media manager as required.

Under the supervision of the Senior Communications and Advocacy Specialist and in collaboration with the Social Media Manager within the GEM Report team, the consultant will support:

- Media planning and outreach on key education and other major media moments
- Drafting and editing regular press materials on new and existing GEM Report products, including press releases, opinion pieces, statements and reactions
- Liaising with GEM Report partners to identify human interest stories, provide spokespeople, source photos for press and host media visits as required
- Facilitating the timely dissemination of content to GEM Report media contacts as and when required, including on weekends and evenings.
- Supporting the GEM Report social media manager with coordinating relevant communication materials and messages to appear on GEM Report online channels.
- Identifying appropriate communication materials to feature as blogs on the GEM Report's World Education Blog
- Tracking and reporting on media mentions of the GEM Report.

DELIVERABLES

1. A one-page media strategy for each of the GEM Report products being issued over the consultancy period.
2. A map of key national, regional and global education and other media moments created with associated press activity to be carried out by the GEM Report team over the consultancy period.
3. One opinion piece successfully placed per month in the Director of the GEM Report's name, or that of partners mentioning GEM Report products or positions.
4. At least four press releases issued over the period.
5. At least eight blogs produced for the GEM Report World Education Blog
6. Monthly media analytics provided, including KPIs and associated written analysis.
7. Over 300 monthly articles on average over the consultancy period
8. Two influential spokespeople identified to champion the 2021/2 GEM Report in the media and online.

REQUIREMENTS

Education

- Advanced degree in journalism, communications, international relations or other related field, or University Degree with equivalent experience.

Work Experience

- A minimum of four years of professional experience in media outreach. Background in journalism desirable.

Skills/competencies

- Excellent writing and editing skills
- Strong news judgment
- Strong, relevant media contacts in development
- Knowledge of media strategy development.
- Good understanding of education and development
- Experience working in media for advocacy purposes and in working with data for communications
- Solid understanding of current events, international affairs
- Interest in latest developments in traditional and digital media.
- Experience working in an international, multi-cultural environment.

Languages

- The consultant will need to demonstrate excellent working knowledge of English.
- Knowledge of one UN language in addition is preferred.

Annex B. Background note

Global Education Monitoring Report 2020

The Global Education Monitoring Report (or GEM Report), formerly known as the Education for All Global Monitoring Report (GMR), is an editorially independent, authoritative, and evidence-based annual report that monitors progress in education in the Sustainable Development Goals (SDGs), which have been adopted as part of the 2030 Agenda for Sustainable Development. The Report is funded by a group of governments, multilateral agencies and foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool supporting inclusive and equitable quality education and promoting lifelong learning for all.

With its renewed mandate, established in the Incheon Declaration of the World Education Forum in May 2015, the annual GEM Report series has two objectives: provide updates on national, regional and global progress with respect to the SDG 4 monitoring framework; and analyse a major theme identified in the Education 2030 Framework for Action that puts progress towards the education targets at risk, proposing effective policies and making recommendations.

The fifth report in the GEM Report series, due out in October 2021, will continue its assessment of progress towards the Sustainable Development Goal on education (SDG4) and its 10 targets, as well as other related education targets in the SDG agenda. Its main focus will be the theme of non-state actors in education. The Report aims to broaden the conversation on the many ways in which non-state actors are involved in education systems – providing education (private, NGO, faith-based or community schooling); providing ancillary services (school meals, technology, conducting assessments, supplementary tutoring); influencing education system functioning and financing (equity implications; influence over national policies; additional resource mobilization prospects); and the state role in the process (regulatory frameworks, accountability mechanisms).

This report will look at the influence and prominence of global corporations or philanthropic foundations in the global education community, and the challenges and opportunities that this creates. It will examine the many public-private arrangements being developed or expanded by governments which are grappling with providing early childhood education for

all in the SDG era, many public-private arrangements are likely being developed or expanded.

The 2021/2 Report will be complemented by updated Profiles Enabling Education Reviews (PEER, www.education-profiles.org) detailing regulations of non-state actors in education, updated data for all indicators on the Worldwide Inequalities Database on Education (WIDE, www.education-inequalities.org) and updated analysis on the Scoping Progress in Education (SCOPE, www.education-progress.org) websites.