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Global Education
Monitoring Report

REQUEST FOR WRITTEN PROPOSALS Media Specialist (Individual consultancy contract)

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

Your written proposal should comprise a Technical Proposal consisting of:

- an updated curriculum vitae
- an approach and methodology for the assignment (1-3 pages)
- The amount to be charged for the assignment, which should be quoted in US dollars, GBP or Euros only for the period: 17 March 2022 – 16 December 2022 **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 in one single PDF file by e-mail no later than close of business (18:00) on **7 March 2022**. 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 Communication and Advocacy Specialist
Global Education Monitoring Report

ANNEX A: Terms of Reference Media Specialist

1. Background

The Global Education Monitoring Report (or GEM Report) is an editorially independent, authoritative, and evidence-based annual report that monitors progress towards the global education goal and targets adopted at the UN General Assembly in September 2015. Each annual GEM Report series will identify effective education policies and analyse a major theme or topic. The Report is funded by a group of governments, multilateral agencies and private foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool for ensuring the provision of quality basic education for all and other policy priorities in education and learning.

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 2021/22 version of the Global Education Monitoring Report launched in December 2021 tackled the issue of the public versus private role in education - to monitor the situation, inform and advance research and provide policy recommendations.

As with every GEM Report released each year, after the release of the global version of the 2021/2 GEM Report, a gender version of the Report will be released (April 2022), and then a gender version (June 2022) and a regional version (July 2022). These aim to deepen the analysis for specific themes and countries, strengthening the messages and recommendations already highlighted in the global report.

In addition, in 2022, other media opportunities can be maximised around the launch of a policy paper joint with the World Bank on education financing (March 2022), the launch of a baseline monitoring Report on G7 education commitments (April 2022) the launch of a Spotlight Report on foundational literacy and numeracy in Africa (June 2022) and communications around the focus on SDG4 at the High Level Political Forum (July 2022) and Transforming Education Summit (September 2022).

2. Objectives

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.

3. Deliverables

The consultant will submit the following deliverables:

- a) Deliverable 1: A one-page media strategy for each of the products being issued over the consultancy period
- b) Deliverable 2: A media pitching map provided for the regional report on South Asia with contacts and stories listed
- c) Deliverable 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
- d) Deliverable 4: At least six press releases issued over the period
- e) Deliverable 5: Monthly media analytics provided, including KPIs and associated written analysis
- f) Deliverable 6: A bank of case studies to be featured in the media collated to support the messages and recommendations in GEM Report materials
- g) Deliverable 7: An updated global media contacts list provided for GEM Report outreach
- h) Deliverable 8: Two high profile spokespeople recruited for GEM Report interviews
- i) Deliverable 9: A media pitching map provided for the 2023 GEM Report on technology

4. Requirements

Education

- Advanced university degree (Master or equivalent) in communications, development studies, public policy, business administration or other social science disciplines;

Work Experience

- A minimum of five years of progressively responsible experience in media relations, communications and/or journalism;

Skills/competencies

- Excellent writing skills. He/She should be familiar with managing contacts and networking with the media, non-governmental organizations, government officials, international and national organizations, civil society, etc. is necessary;
- Demonstrated experience in public information and/or public relations and/or experience as part of a strategic communications team and proven skills in public speaking;
- Experience in journalism and/or public information is mandatory;
- Experience working with the United Nations or a comparable international organization is desirable;
- Practical experience in the field of education or sustainable development project related work is an advantage;
- Good skills in the use of computers including word processing, spreadsheets, presentations and internet communications.

Languages

- Excellent command of spoken and written English