

ANNEX 4 - TERMS OF REFERENCE

Position: Communications Strategy Adviser

Programme: Promoting Women's and Girls' Education in ASEAN

Requirement: Communications consultancy service for Inception Phase of Promoting Women's and Girls' Education in ASEAN.

Period of consultancy: August 2023 to March 2025 (including 20 days in Inception Period [August to October 2023]).

1. Overview of the British Council

The British Council supports peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

2. Background

The British Council is seeking communications expert for the inception phase and Phase 1 of *Promoting Women's and Girls' Education in Southeast Asia*, a programme funded by the Foreign, Commonwealth & Development Office (FCDO).

3. The programme

Promoting Women and Girls' Education in Southeast Asia is the first in a series of new ASEAN-UK programmes designed to deliver on UK commitments as an ASEAN Dialogue Partner and is part of the UK's renewed effort to prioritise educating girls, as set out in its **Women and Girls Strategy**.

This five-year programme, worth up to £30m, and funded by the Foreign, Commonwealth & Development Office (FCDO), aims to promote the education in ASEAN by helping to improve the learning outcomes, agency and freedoms of women and girls and other left-behind groups across the full range of countries in ASEAN. The programme will focus on four main areas: foundational learning; out-of-school girls and children with disability; gender barriers to digital skills and employment; enabling work on educating technology.

The Foreign, Commonwealth & Development Office (FCDO) is committed to improving the education outcomes for the most disadvantaged children in the ASEAN region. The ASEAN Community Vision 2025 reiterated the commitment to equitable development and narrowing the development gap. However, the negative impact of COVID-19 on foundational learners, and on basic education systems, demonstrates the fragility of any earlier gains in accessibility and education system development,

further underlining the urgency of action. Even before the pandemic, according to the World Bank, around 53 per cent of children in low and middle-income countries were living in 'learning poverty' i.e., unable to read or write simple text by the age of 10. As the impact of school closures, lost learning hours, and increased drop-out rates materialise, this figure is expected to rise by another 10 per cent. Hence, the centrality of foundational learning to education programmes, particularly for girls, becomes critical.

4. Objectives and deliverables

The objective of this assignment is to develop a comprehensive communication strategy, including a media and digital strategy to increase awareness and knowledge of the programme.

The communications expert will work closely with the programme's Team Leader, partner organisations, including SEAMEO, ACER and EdTech Hub, and other programme stakeholders to design a communications strategy for the programme.

The approach to developing the communications strategy will be both participatory and consultative. Key stakeholders, including staff and partners, will be engaged in the process of developing the strategy to enhance ownership. The consultant is expected to undertake the following activities, which will lead up to the development of the strategy:

1. **Planning:** Initial inception meetings, agreeing on methodology and approach, timelines, an outline of key informant interviews, and communications assessment planning.
2. **Situational analysis:** Summary of the context, summary of the institutional context, key informant interviews, communication assessment, stakeholder perception survey, media content analysis.
3. **Stakeholder analysis and prioritisation:** Stakeholder mapping, media mapping, positioning programme in regional context.
4. **Development of the communication strategy:** Identification of the target audiences, identification of the communication objective for each targeted audience, development of key messages, identification of main communication channels and strategies to reach the different audiences, identification of the communication products and activities tailored to each audience, budgets, risk analysis/planning, procedures, cost benefit analysis of the various tools.
5. **Implementation and M&E framework:** Required capacity to implement the proposed strategy, indicators of success and means of verification.

The consultant is expected to submit the following deliverables:

- Detailed strategy outline
- Draft strategy
- Final strategy

Cross-cutting issues

In carrying out this assignment, the adviser will ensure particular attention is paid to the following cross-cutting aspects: gender, disability.

5. Required skills and experience

Experience of required skills and experience to deliver services outlined above. Evidence of experience of working with diverse stakeholder groups to develop a communications strategy and implementation plan.

6. Timing and Resources

The assignment is expected to start in August 2023 and conclude in March 2025:

- A maximum of 20 days is assigned for the activity in the Inception Period (ends October 2023).
- A maximum of 34 days is assigned for the post-Inception through to Implementation Phase (November to March 2025) @2days/month

7. Management Arrangements

The adviser will report to the Team Leader and work closely with relevant British Council staff, partner organisations and stakeholders. The consultant will be expected to be available for travel to Bangkok or Jakarta at the end of inception for a multi-day workshop (the costs for this should not be included as this would be arranged separately)

8. Payment Schedule

- Inception Phase: payment shall be processed within 30 days after all deliverables for inception phase is completed and invoicing documents submitted to British Council.
- Inception and continue to Implementation Phase in November to March 2025 (17 months @2days/month): payment shall be processed on quarterly basis subject to progress of TOR submitted and accepted by Team Leader and invoicing documents are well received by British Council.