



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 2020 - Media Specialist**

#### **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 & UNESCO Employment Form
- 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 15 July 2020 – 14 March 2021 **as a monthly fee.**

Please include any costs for travel to Paris as a separate budget line.

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 23 June 2020. 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. 4-page overarching media strategy for growing GEM Report media presence over the consultancy period to support the GEM Reports overarching outreach objectives,
2. A one-page media strategy for each of the GEM Report products being issued over the consultancy period.
3. 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.
4. 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.
5. At least five press releases issued over the period.
6. Monthly media analytics provided, including KPIs and associated written analysis.
7. Growth in media coverage by at least 10% over the consultancy period from the previous equivalent time period
8. Two new influential spokespeople identified to champion GEM Report products and positioning in the media.

#### **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 fourth report in the GEM Report series, due out in June 2020, 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 inclusive education. Originally, the concept was focused on students with disabilities. Over time, inclusive education has taken on a broader meaning, encompassing all learners and focusing on policies to provide quality education to all, no matter their background or ability. The Report will cover all mechanisms that expose any children, youth and adults to exclusion risks, while maintaining a special focus on people with disabilities.

The 2020 Report will be complemented by the 2020 Gender Report, GEM Report Eurasia Regional Report, 1-4 policy papers, and Profiles Enabling Education Reviews (PEER).