

**Terms of Reference
Short Term Consultancy
Advocacy Specialist
External Relations Team – GPE Secretariat**

Background/General Description

Are you a passionate advocate for education? Do you want to make a difference in the lives of children in the world's poorest countries? The Global Partnership for Education would like to hear from you.

The Global Partnership for Education is a multi-stakeholder partnership and funding platform bringing together donors, developing country governments, international organizations, civil society, teacher organizations, the private sector and philanthropy. It is committed to fulfilling the right to education by ensuring access to inclusive, equitable, quality education for all children and youth, including second chance learning– as reflected in the ambition of the new Global Goal for education.

Lack of access to quality education, among the poorest and most marginalized children, especially girls, is preventing millions of people from escaping the cycle of extreme poverty around the world. In 2015, world leaders agreed to break this cycle by ensuring inclusive and equitable quality education was recognized as one of the 17 goals fundamental to sustainable development.

On February 2, 2018, GPE's Financing Conference co-hosted by the Presidents of Senegal and France in Dakar solidified political commitment to quality education in the global policy and development agenda. The conference raised significant new financial commitments for education and GPE and mobilized unprecedented political support from world leaders to address the global learning crisis.

Building on this momentum, GPE continues to play a lead role in driving political commitment and financing to education at a global, regional and country level. To support the goals set out by GPE in its strategic plan [GPE 2020](#), the External Relations Team is seeking to engage a senior advocacy specialist to work with a senior communication specialist to develop a corporate-wide advocacy and communications strategy and workplan.

Duties and Accountabilities

The External Relations Team responsibilities include donor relations, external communications, advocacy, civil society outreach, private sector and private foundation outreach.

The consultant will be responsible for, in collaboration with a communication consultant, the development of a GPE multi- year advocacy and communications strategy and workplan including key performance indicators. The strategy should outline the role of communications and advocacy in achieving GPE 2020.

Scope of Work

- Conduct a mapping exercise to better understand gaps, challenges, and opportunities that the Secretariat faces in pursuing a stronger institutional role in advocacy and communications taking into account the findings and recommendations of a recently completed communications review.
- Consult with staff and management across the Secretariat and external partners to better understand the needs, capacities and perceptions that are critical to a corporate advocacy and communications strategy.
- Identify the key audiences for the advocacy and communications strategy. Who are we trying to reach and why?
- Draft a corporate advocacy and communications strategy, outlining clear goals and objectives, as well as different audiences, tactics, key activities, deliverables and an implementation plan for 2019 to 2020.
- Conduct workshop(s) with staff and management to collect input and perspectives from across the Secretariat, build ownership of the strategy and ensure successful implementation with the support of all teams.

Deliverables

Deliverables include the following:

- An inception report setting out the approach and timelines for the delivery of the scope of work
- A GPE advocacy and communications strategy and workplan in support of GPE 2020, including key performance indicators to measure success and implementation progress.
- Workshop report(s)

Timeframe

The consultant should be available to start as soon as possible.

Reporting Relationship

It is important to note that this is an Advocacy and Communications Strategy for the GPE Secretariat. Leadership for this work will be embedded in the GPE Management Team with direct supervision by the Director of External Relations.

Selection Criteria

The successful candidate should have:

- Masters degree in relevant discipline or the equivalent experience with at least 10 years' relevant professional experience in a similar function within international development context - Public Policy, Advocacy and Communications.
- Strong conceptual and research/analytical skills with the ability to quickly analyze data and information from different sources and produce coherent reports
- Exceptional written and oral communication skills, with strong demonstrated ability to convey complex ideas in a clear, direct, and lively style
- Strong background in policy analysis and research
- Ability to work independently, operate under pressure, manage multiple tasks, deliver time sensitive, high-quality work, and meet team objectives
- Ability to communicate and write competently in English.
- Highly organized at both the task and project level
- Knowledge and experience with other international organizations and/or Global Funds

- Highly creative and innovative thinker

Please submit your Resume and cover note highlighting your specific experience in developing communications and/or advocacy strategies to sandersen1@globalpartnership.org with the subject line "Advocacy Specialist"