



Terms of Reference
Short Term Consultant (STC) – Campaigns Advisor- Germany
External Relations Team – GPE Secretariat

Background

The Global Partnership for Education (GPE) is the only multilateral partnership devoted to getting all children into school for a quality education so they can fulfill their potential and contribute to their societies. The Global Partnership works with close to 70 of the world's poorest developing countries, over 30 bilateral, regional, and multilateral agencies; development banks; the private sector; civil society groups; and teachers' organizations.

GPE mobilizes financing for education and supports developing countries to build effective education systems founded on evidence-based planning and policies. In 2018, we held a successful Financing Conference where we mobilized \$2.5 billion in commitments. European donors represent 80% of this financing. Our objectives for the replenishment period 2018 – 2020 include securing delivery of pledges, closing the gap with the \$3.1 billion target; laying the foundation for the next replenishment; and diversifying funding.

We are seeking an experienced campaigner to coordinate our national campaign, marketing and champions work in Germany. The contract is a short-term consultancy until June 2020 with the possibility for extension. The position will preferably be located in Berlin/ Germany.

Duties and Accountabilities

The position is part of the External Relations Team (EXR) whose responsibilities include donor relations, communications, advocacy, civil society outreach, private sector and private foundation outreach and has the primary responsibility for supporting the Germany Replenishment strategy 2021. The position sits within the Donor Relations Team which takes a “whole of country” approach managing relationships with government, parliament, civil society, foundations, media and political influencers. The position reports to the Deputy Donor Relations Team Lead and closely cooperates with other GPE colleagues working on the Germany strategy. The position holder supports the national campaign work in Germany and coordinates the marketing and champions engagement work in Germany.

An initial identification of tasks includes the following; however, additional tasks may be identified according to the needs of the team and donors' requests from the Secretariat.

Under the supervision of the Deputy Donor Relations Team Lead, this role will work closely with other External Relations colleagues to:

- Develop and implement targeted online and off-line campaigns for Germany.

- Collaborate with the donor team colleagues who are working on the Germany strategy and support the drafting and tailoring of global communication and campaigning tools for Germany;
- Develop and implement social media strategies and attractive campaign tools in support of the Germany strategy;
- Manage and implement stunts, coordinate (plug-in) concerts and events and other public facing activities in Germany;
- Develop and implement an appealing marketing strategy to foster Germany's engagement in GPE, politically and financially, and to attract private sector and foundations for in-kind donations;
- Identify / map possible German champions of public interest who could publicly support GPE in the German market, develop a champions strategy for GPE's work in Germany, manage the relations with their agencies;
- Develop a communications and media strategy around the champions work under the supervision of the Deputy Lead Donor Relations team and in close cooperation with the other GPE colleagues working on Germany;
- Undertake relevant research of national (social) media chains and develop relevant briefings in support of the campaign;
- Cooperate with Communication and Campaign colleagues in relevant national NGOs in Germany to strengthen appealing and creative national Replenishment campaigns, in support of strong national 'friends of education' for policy change and resource mobilization.

Timeframe

The short-term consultant (STC) will serve initially for 20 days from March to June 2020 (with possibility of extension). The consultant is expected to start beginning of March 2020.

Reporting Relationship

The consultant will report directly to the Deputy Donor Relations Team Lead and support the Germany strategy of the Donor Relations Team.

Selection Criteria

- Masters' degree (Or equivalent combination of education and experience) and a minimum of 5 years' experience working within the field of social science, communications, marketing or campaigning for social change and/ or on development issues, with proven record of performance.
- A motivated self-starter with experience in movement building, creative communications, champions work, marketing and campaigns.
- S/he will be a flexible and enthusiastic team player with a track record of delivering in a fast-moving environment.
- Ability to work effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work.
- Demonstrated strength in written and oral communications in German and English and proven record in having developed or contributed to campaigns for social change, political change and fund-raising purposes;
- Asset: Experience of email marketing and social media best practices;

- Strong record having worked with German celebrities/ champions in support of social change campaigns;
- Strong experience in creative undertakings, which proved to provide effective, out-of-the-box solutions to complex problems.
- Fluency in German and English is required.

*Please submit your CV and cover note to Sabine Terlecki sterlecki@globalpartnership.org with the subject line "STC- Campaigns and Marketing Advisor- Germany", no later than **March, 5 2020**. Only short-listed candidates will be contacted.*