

## **Global Partnership for Education**

### **Short-term consultant (STC)**

#### **Terms of Reference for Communications Consultant (Private Sector & Foundations Engagement)**

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#### **Background/General Description**

The Global Partnership for Education (GPE) is a shared commitment to ending the world's learning crisis. It is the only global partnership and fund dedicated entirely to helping children in lower-income countries get a quality education, so they can unlock their potential and contribute to building a better world.

GPE mobilizes partners and funds to help 76 partner countries transform their education systems and deliver quality learning to more girls and boys, especially those who are marginalized by poverty, gender, disability or displacement.

On July 29, 2021, UK Prime Minister Boris Johnson and Kenyan President Uhuru Kenyatta co-hosted the Global Education Summit in London, which raised a record US\$4 billion from donors for GPE. This fundraising total puts GPE firmly on the path to achieving its target of raising at least \$5 billion over the next five years to transform education for millions of the world's most vulnerable children. A fully funded GPE would enable up to 175 million children to learn and help get 88 million more girls and boys in school by 2025.

The GPE Secretariat of over 100 full-time staff is hosted by the World Bank with the majority of staff based in Washington, D.C. and a small but growing team in Europe. A constituency-based Board of Directors sets policies and strategies and approves performance-based funding grants to improve learning outcomes and equity through building stronger education systems in developing countries.

GPE's Private Sector Engagement Strategy recognizes that a role of the private sector is to bring technical expertise, voice, innovation, networks and experience to address the complex challenges of delivering education. GPE plans to work closely with business community partners to draw on complementary capabilities to help deliver its 2025 goals.

GPE's Private Foundations Engagement Strategy envisions foundations and GPE jointly deploying their strengths and assets through transformative partnerships that drive GPE's goals of improved outcomes, greater inclusion, and strengthened education systems in support of SDG 4. Central to the strategy is that GPE identifies foundations as fully-fledged strategic partners.

The Communications Consultant will support GPE's engagement and partnership development efforts by identifying and developing strategic and tactical communications to position GPE within the business and philanthropic communities.

### **Duties and Accountabilities**

The Communications Consultant will provide both internal and external communications support, including on media relations, for the GPE Private Sector and Foundations team to increase awareness of the team's work and collaborations with business and philanthropic partners. The consultant will also work closely with the External Relations team (EXR)- Communications and Media team to ensure coordination, consistent messaging and visibility for GPE's work with the targeted constituencies.

Principal activities include:

- Develop, implement and monitor a private sector and foundations media and communications strategy in consultation with the communications team, aligning with the Secretariat's overall external communications plan. The strategy will include relevant media contacts and target outlets/platforms for dissemination, including social media and non traditional platforms (e.g. influential podcasts/webcasts), and identifying placement opportunities.

Develop promotional materials, success stories, social media content, case studies and other materials tailored to targeted audiences and outlets (e.g. blogs, including co-authoring with PS&F partners or liaising with them for publication of blogs on GPE's platform) as needed. Ensure inclusion of these materials on the GPE website and our PS and F's page(s) in coordination with the communications team.

- Develop and update internal communication products, including but not limited to on-message briefing documents related to GPE Private Sector and Foundations engagement, presentation decks.
- Coordinate with colleagues within the Secretariat to maximize on communication activities and ensure alignment.
- Monitor key PS&F media outlets and influencers across different regions of the world to support information and intelligence gathering efforts for the PS&F team.
- Monitor the content of the PS&F webpages on the GPE website and provide updates to the web team as needed.
- Ensure that all private sector and foundations' communication materials are consistent, up-to-date and adapted to specific audiences, and copy-edited to standards.
- Develop ideas for and draft blogs, op-eds, thought leadership articles and other communications products to highlight GPE's private sector and foundation engagements and initiatives, and raise the profile of these constituencies across the partnership.
- Provide operational support for key external communication activities involving PS&F partners, as needed

### **Timeframe**

This initial contract will be for a maximum of 90 days between November 2021 and June 2022. The consultant is expected to start in November.

### **Reporting Relationship**

The consultant will work under the supervision of the Team Lead, Private Sector and Foundations in close coordination with the Communications Lead.

### **Selection Criteria**

- MBA or Master’s degree in communications, marketing or related discipline.
- At least 7 years’ relevant experience developing and implementing communications strategies and materials, preferably for a global development organization.
- Experience driving the development of communications strategies and approaches within the social impact/CSR/philanthropic space
- Track record and profile of producing marketing communications and messaging for the business and/or philanthropic community and/or with a CSR focus.
- Experience working with development partners and with the business and/or philanthropic communities on CSR/PPP initiatives, etc.
- Exceptional ability to translate complex ideas and information into simple messages and excellent story-telling ability.
- Excellent written and spoken English and ability to deliver high-quality products under time pressure.
- An excellent team player, with experience of working across functional teams; ability to work in a multicultural environment.

**Please submit your resume and cover letter to** Aparna Krishnamurthy:  
[akrishnamurthy1@globalpartnership.org](mailto:akrishnamurthy1@globalpartnership.org) by October 20