

Terms of Reference
Short Term Consultant (STC) –
Communication and Advocacy Advisor – The Netherlands
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 communication & advocacy advisor to support our national work in The Netherlands. The contract is a short-term consultancy (60-80 days) until June 2021. The position will preferably be located in The Hague or Amsterdam/ The Netherlands.

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 Sweden 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 Head Donor Relations. The position holder supports the national communication and advocacy work in The Netherlands.

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 Head Donor Relations, this role will work closely with other External Relations colleagues to:

- Develop and implement advocacy and communication strategies for GPE in The Netherlands, which includes a relevant mapping of (and outreach to) key actors;
- Develop and implement a parliamentary outreach strategy; Mobilize Members of the Dutch Parliament and attract other national influencers through innovative comms work;
- Develop and implement a targeted online communication and social media strategy and campaign in The Netherlands in support of the national Replenishment campaign;
- Map and liaise with online influencers/ national champions, who could help channeling education into the public debate in The Netherlands and help promoting education and GPE in the national context;

- Liaise with the communication and advocacy colleagues of national CSOs on joint campaigning;
- Draft and tailor communication, social media, advocacy and campaigning assets /tools for the Danish context and help tailoring global champions' outreach to The Netherlands;
- Develop and implement communication strategies around events, where GPE is present and map other virtual opportunities to position GPE;
- Support the organization of GPE leadership missions to The Netherlands, contribute to briefings and arrange relevant meetings with Media, influencers and create / implement a comms strategy around it;
- Link with communications and campaign colleagues in the GPE External relations team for coordinated and targeted actions.

Timeframe

The short-term consultant (STC) will serve initially for 80-100 days to June 2021. The consultant is expected to start asap.

Reporting Relationship

The consultant will report directly to the Deputy Head Donor Relations and support the strategy for the Netherlands 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 Campaigns, Communication, Advocacy, Partnerships;
- Solid advocacy and communication experience in the Dutch political context is a must, including with the national Parliament and / or with national CSOs;
- A motivated self-starter with strong communication for change, advocacy and social media experience in The Netherlands.
- 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 Dutch and English and proven record in having developed or contributed to campaigns for social change, political change and fund-raising purposes;

Please submit your CV and cover note to Sabine Terlecki sterlecki@globalpartnership.org with the subject line **"STC- Communication & Advocacy Advisor – The Netherlands"** by August, 28th, 2020. Only short-listed candidates will be contacted.