

## **Terms of Reference**

### **Media Consultant (STC) for France and Francophone Europe**

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. GPE works with more than 60 developing countries, bilateral donors, multilateral institutions, civil society organizations/NGOs, teacher organizations, private foundations and the private sector.

GPE mobilizes financing for education and supports developing countries to build effective education systems founded on evidence-based planning and policies.

From September 2020 to June 2021, the GPE will run a campaign in support of its financial replenishment, culminating in a pledging conference in June 2021. To support these efforts, GPE requires additional support for strategic media outreach in France and other francophone countries in Europe and with correspondent of French outlets in GPE partner countries in Africa and Asia.

This position is a short-term consultancy (STC) for initially 25 days between September 2020 and end June 2021. The consultant will work in close collaboration with the GPE communications team and report to the media lead.

### **Duties and Accountabilities**

The consultant will support the above objective by raising GPE's profile through positive media coverage in support of GPE's advocacy strategy in France:

- Support media engagement for GPE's refinancing campaign in French and Francophone outlets
- Provide strategic communications advice on outreach in France/relevant Francophone markets taking into consideration political influencers and decision makers; identifying opportunities to increase GPE's visibility.
- Help organize public speaking events/opportunities for CEO Alice Albright, including identifying locations or modalities; liaising with partners; preparing outreach material, promoting the event/s, and other related duties as necessary
- Develop a media strategy for France and Francophone outlets outlining key influencers and media and how best to engage with them; key events in France to connect with; timeline for communications outreach and interventions; social media plan
- Establish and maintain a network of influential and relevant French/Francophone journalists;
- Develop a plan to engage French journalists based in Africa, the Middle East and Asia, suggest and explore story angles they'd be interested in to secure GPE-related country stories.
- Explore and make use of social media networks in France;
- Pitch stories related to GPE and identify news hooks for journalists, set up interviews and background meetings; prepare media briefs.
- Develop France-specific media material; draft OpEds and blog posts

### **Key deliverables**

- Updated replenishment campaign media strategy for France and Francophone journalists based in Africa, the Middle East and Asia by end of September 2020
- Publication of at least 6 stories by journalists featuring GPE's work in global education and/or education in crisis
- Placement of at least 3 op-eds and/or blog posts in media outlets by the GPE Board Chair, Vice Chair and GPE CEO
- Securing at least 3 broadcast interviews of the GPE Board Chair or CEO or special reports featuring GPE.
- Covid-19 restrictions permitting, organizing media events in France, possibly together with partner organizations
- Expand social media follower base among Francophone audiences.

### **Selection Criteria**

- Bachelor's degree in a relevant discipline and 12 years relevant professional communications experience, or equivalent combination of education and experience.
- Media experience in the field of international development is helpful
- Extensive contacts and proven relations in the French and Francophone communications arena
- Proven ability to work collaboratively with others by demonstrating flexibility and openness to diverse approaches.
- Ability to work quickly and effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work.
- Demonstrated excellence in written and oral communications
- Strong interpersonal and teamwork skills; demonstrated client orientation; sensitive to working in a multicultural environment.
- Fluency in English and French is required.