

Terms of Reference

Media Consultant (STC) for Germany

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 Germany and with correspondent of German outlets in GPE partner countries in Africa, the Middle East 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 Germany:

- Support media engagement for GPE's refinancing campaign in German outlets,
- Provide strategic communications advice on outreach in Germany 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 Germany, outlining key influencers and media and how best to engage with them; key events in Germany to connect with; timeline for communications outreach and interventions; social media plan
- Develop a plan to engage German 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.
- Pitch stories related to GPE and identify news hooks for journalists, set up interviews and background meetings; prepare media briefs.
- Establish and maintain a network of influential and relevant German journalists;
- Develop Germany-specific media material; draft OpEds and blog posts
- Explore and make use of social media networks in Germany;
- Support development of a creative concept to strengthen social media outreach in Germany through GPE channels and those of advocacy partners.
- Support development of German-language materials, including factsheets, brochures, videos; social media assets etc.

- Develop talking points and core messaging on GPE thematic topics and others, as needed.

Key deliverables

- Updated replenishment campaign media strategy for German media in Germany and 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 German 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 Germany, possibly together with partner organizations
- Expand social media follower base among German 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 with journalists across Germany and with German journalists based in GPE partner countries
- 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 German and English is required.