

# Call for a Communications Expert

National Consultant

September 2024



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## Overview of the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. Through our arts, education and English programmes, we give opportunities to hundreds of millions of people worldwide each year. We are on the ground in six continents and over 100 countries. The British Council has been operating in Nepal since 1959.

In Nepal, the British Council has been working with the Ministry of Education, Science and Technology (MoEST) and other education agencies for over 64 years to support systemic reforms in the education sector. Our priorities in the education sector entail school education, English language teaching and learning, non-formal education, and Technical and Vocational Education and Training (TVET). The implementation of the School Sector Development Plan-Technical Assistance (SSDP-TA) and the Dakchyata: TVET Practical Partnership programme are recent portfolio that contributed to system strengthening and policy reforms in Nepal.

## Background

The School Education Sector Plan 2021-2030 (SESP) highlights the curriculum framework provision of using mother tongue and/or local languages in a multilingual context to facilitate learning so that the medium of instruction used in the classroom corresponds to the learners' home language and does not present a barrier in learning. The SESP also shows 4.9 per cent of 5–12-year-olds remaining out-of-school despite Nepal's commitment to ensuring free and compulsory basic education for all. The data also shows continued disparity in access and learning outcomes for girls from lower socio-economic backgrounds, children with disability and children whose mother tongue is not Nepali (British Council 2019; Hultgren et al; SESP 2022; USAID 2017, World Vision 2022).

The British Council has partnered with UNICEF to build a programme to support the Government of Nepal's goals for sustainable improvements in inclusive education spelt out in the government's School Education Sector Plan (SESP), Consolidated Equity Strategy 2014 and roadmap on inclusive education through series of interventions that will improve children's access to effective and inclusive education through a holistic approach working across multiple levels of the system.

Multilingualism is imperative for achieving all sustainable development goals and the British Council's wealth of data shows that children's participation in well-designed multilingual education programmes underpins learning in all subjects, including English, through use of the mother tongue or a familiar indigenous language. Thus, to achieve the goal of strengthening education system that promotes quality and inclusive education, the British Council is seeking a Communications Expert to contribute to strengthening multilingualism in the formal school education system through designing and development of community awareness campaigns.

## The Programme

[www.britishcouncil.org](http://www.britishcouncil.org)

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The British Council has partnered with UNICEF to build a programme to support the Government of Nepal's goals for sustainable improvements in inclusive education. The programme, "**Strengthening quality inclusive early learning and institutional capacity within the Nepal's school education sector**", seeks to support the Government's School Education Sector Plan (SESP), Consolidated Equity Strategy 2014 and roadmap on inclusive education through series of interventions that will improve children's access to effective and inclusive education through a holistic approach working across multiple levels of the system. The programme's objectives are to support system strengthening for promoting quality and inclusive education; and strengthening institutional capacity in local governments to ensure quality and inclusive access to quality early grade learning within their schools. During the first phase, the British Council supported the government in developing language standards for education, a teacher training curriculum, a trainers' guide, and resources for manual multilingual education. The extended partnership will continue to prioritize quality assurance, technical support to UNICEF local partners, pedagogical support to the teachers, and conduct endline surveys. The programme activities will be implemented in fifteen local governments in Madhesh, Lumbini, Karnali and Sudurpaschim province of Nepal and will also include activities at the federal level.

*The British Council is seeking a Communications Expert to develop community awareness campaigns on the importance of using multiple languages in children's learning.*

## Objectives of the assignment

The objectives of the assignment are:

- To design and develop community awareness campaigns to highlight the significance of linguistic diversity in enhancing children's learning outcomes.
- To develop a radio campaign which could feature short dramas, interviews and jingles in various languages to raise awareness among the local beneficiaries.
- To design face-to-face awareness sessions which will be tailored for head teachers and community members/parents and relevant stakeholders
- To facilitate the seamless transfer of knowledge and handover of the radio program and face-to-face sessions to UNICEF's local implementing partner for effective execution.

## Scope of Work

The Communications Expert will be responsible to contribute to strengthening multilingualism in the formal school education system through the development of a radio and face to face awareness campaign.

Specific tasks<sup>1</sup> for the assignment include:

- In consultation with the British Council and UNICEF Education and SBC teams, agree a brief inception plan covering methodology and approach for designing and developing the awareness campaigns
- Work closely with British Council and UNICEF to design and develop short dramas and jingles for radio broadcasting and adapt the same to languages prominent in the 15 selected local governments (LGs). The selected languages must be approved by the British Council and UNICEF based on the Baseline Study conducted in the first phase of the project.
- Design and develop face-to-face awareness sessions catered to the needs of the Head Teachers and Community Members of the 15 LGs.
- Regularly liaise and coordinate with relevant stakeholders from British Council and UNICEF to finalize the radio programme and face-to-face sessions.
- Work with UNICEF's local implementing partners to facilitate the handover of the designed materials for their execution at the local level.

## Deliverables

The Consultant is expected to deliver the following:

- Brief inception plan covering methodology and approach for developing the relevant campaigns and sessions
- Consultation sessions with British Council and UNICEF to finalize materials
- One radio programme catered to the role of home languages in learning in languages most prominently used in the 15 selected LGs and one face-to-face awareness session draft, both finalized and handed over to the UNICEF's local implementing partners

## Consulting Inputs

The British Council will recruit following consultants for the study:

Consultant	Assignment Type	Input Days	Total Payment
Communications Expert	Hybrid work	30 Days	NPR. 200,000/-

## Consultant specifications

1. **Proven Experience in Communication Campaigns:** At least 4 years of experience in designing and implementing awareness campaigns, including radio and face-to-face formats, ideally in a similar context or sector.

<sup>1</sup> The tasks may be mutually adapted during the planning stage of needs assessment based on comments from British Council and UNICEF.

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2. **Project Management Skills:** Strong skills in managing procurement processes, onboarding service providers, and overseeing the development of communication materials.
  3. **Cultural and Linguistic Competence:** Experience in adapting communication materials in multiple languages and understanding of local government structures and community needs.
  4. **Stakeholder Coordination:** Proven ability to coordinate with multiple stakeholders to ensure project objectives are met.
  5. **Educational Background:** A bachelor's degree in communications/journalism, Marketing, Public Relations, or a related field is preferred. Advanced qualifications or certifications in project management or communication strategies would be an advantage.
  6. **Technical Skills:** Proficiency in relevant software and tools for campaign development, including radio production and content adaptation would be an advantage. Familiarity with the latest trends and technologies in communication and media is preferred.
  7. **Excellent Communication Skills:** Strong written and verbal communication skills, with the ability to craft compelling messages and presentations tailored to various audiences.

## Implementation arrangement

The Communications Expert will work closely with Project team in British Council and UNICEF to design, deliver and finalize the awareness materials/ sessions. A Project Lead from the British Council will be assigned to coordinate needs analysis and monitor the progress.

## Duration of Consulting

The consulting period will be implemented from 20 Oct 2024 to 20 Jan 2025

## How to Apply

Interested eligible applicants should e-mail their latest CV (maximum 5 pages) and a Cover Letter to [consultant@britishcouncil.org.np](mailto:consultant@britishcouncil.org.np) before 23:59 hours of 29 September 2024.

Please mention “**Application for Communications Expert**” in the e-mail subject line.