



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Consultancy contract

Request for written proposal

**Reference: GEM Report 2020 – National 2020 Events, Advocacy & Dissemination
Consultant**

Request to submit a written proposal for a work assignment with UNESCO

UNESCO is inviting written proposals from Individuals for the work assignment described in attachment A.

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- Terms of Reference (see attachment A);
- Background note (see attachment B)

Your written proposal should comprise:

- an up to date curriculum vitae and a UNESCO employment history form (available here – <https://en.unesco.org/gem-report/vacancies>)
- an approach and methodology for the assignment, including a work plan in line with the Terms of Reference (no longer than 1 page). The amount to be charged for the assignment, which should be quoted in US dollars or in euros only for the period 21 September 2020 – 19 March 2021 **as a monthly fee**.

Please include any costs for travel to Paris as a separate budget line.

If any of the above required information is missing, your application will be considered incomplete and disqualified.

Your proposal and supporting documents must be in English.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in relation to the criteria set forth in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money.

Your proposal should be submitted by e-mail no later than close of business (18:00) on 20 August 2020. E-mail proposals should not exceed 5MB.

The e-mail should be addressed to

Kate Redman k.redman@unesco.org

It is the individual's responsibility to ensure that his/her proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

Kate Redman
Senior communications and Advocacy
Specialist
Global Education Monitoring Report

Attachment A

Terms of Reference – National 2020 Events, Advocacy and Dissemination Consultant

DUTIES AND REQUIREMENTS

The GEM Report Team is seeking to recruit a National 2020 Events, Advocacy and Dissemination consultant to support the team in the organisation of virtual and, where possible, face-to-face national launches and policy roundtables, and will strive to ensure the diversification of national launch organisers, especially in countries without UNESCO local country office presence. The consultant will support with the distribution of the 2020 Report, released in June, 2020; and the distribution of several accompanying products including a Gender Version, a Youth Version, and two Regional Reports due out before the end of the year. The consultant will also help update and maintain the distribution list for the team.

Under the supervision of the Communications and Advocacy Specialist, the consultant will:

1. Support advocacy and outreach of the 2020 GEM Report and accompanying products, including liaising with the UNESCO Field offices, donors and partners about planning and implementation of launch events (virtual and face-to-face), looking for new national launch organisers in countries where there is no UNESCO local country office presence, as well as reviewing draft programmes and audience lists and providing feedback on behalf of the GEM Report Team as appropriate.
2. Coordinate the GEM Report team's move to a new common customer relationship management (CRM) system, providing support to team members as necessary so that all are comfortably using the new system and all data on indicators necessary for donor reports are accessible as required;
3. Coordinate with the GEM Report team for the distribution of relevant print materials for all launch events, ensuring a well-managed stock room. Manage shipments by diplomatic pouch to launch events including supervising a distribution clerk when appropriate;
4. Record KPIs on a monthly basis (attendance, number of high-level representatives attending, numbers attending online) and prepare a final report on all launches organised during the contract period including basic metrics, identifying breakthroughs for the GEM Report (where and how new audiences participated, policy impact, any special events, e.g. the first time we launched in a country etc.);
5. Develop and disseminate internal and external newsletters and communication material;

Required profile

- At least four years relevant experience working in education, international development, communication or advocacy.
- Familiar with Microsoft excel
- Knowledge of at least two UN languages (English, French, Spanish, Russian, Arabic, Chinese) desirable.
- Experience working with Customer Relationship Management (CRM) systems desirable.

Deliverables

1. Advocacy and outreach support for at least 20 events and launches provided

2. Updated subscription categories provided for all of GEM Report contacts with approval from the GEM Report director and all GEM Report team members confidently using the new CRM system.
3. Print material distribution coordinated (at least 50% English distribution, and 30% French and Spanish)
4. Up to date plans and KPIs monitored for GEM Report launch events and reported on a weekly basis, with one final Report produced at the end of the contract
5. One internal newsletter produced a week, and one external newsletter produced per month in three languages.

Attachment B. Background note

Global Education Monitoring Report

The Global Education Monitoring Report (or GEM Report) is an editorially independent, authoritative, and evidence-based annual report that monitors progress towards the global education goal and targets adopted at the UN General Assembly in September 2015. Each annual GEM Report series will identify effective education policies and analyse a major theme or topic. The Report is funded by a group of governments, multilateral agencies and private foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool for ensuring the provision of quality basic education for all and other policy priorities in education and learning.

With its renewed mandate in 2015, and drawing on accumulated expertise, the GEM Report team launched a new series of internationally focused education monitoring reports starting in 2016. These reports analyze global education trends and advocate for effective education policies and practice in the next decade and beyond. The themes of the first four reports were: education and other development goals (2016); accountability (2017/8); migration and displacement (2019); inclusion (2020). The themes of the next two reports are: non-state provision (2021/22) and technology (2023).