



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

**Reference: Infographic Consultant**

**Deadline for application: 23 July 2021**

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

Your written proposal should comprise:

- A) A Technical proposal consisting of:
  - i. an up to date curriculum vitae
  - ii. an approach and methodology for the assignment, including a cover letter.
- B) A financial proposal consisting of the amount to be charged for the assignment expressed **as a monthly fee**, which should be quoted in US dollars or in Euros only for the period **1 September 2021 – 31 January 2022** (full-time).

This consultancy can be carried-out remotely.

Your proposal and supporting documents must be in either English or French. 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) **23 July 2021**. Email proposals should not exceed 5MB.

The email should be addressed to [k.redman@unesco.org](mailto: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 (GEM) Report

## **Attachment A**

### **Terms of Reference - Infographics Consultant**

#### **I. Background**

The Global Education Monitoring Report (or GEM Report), formerly known as the Education for All Global Monitoring Report (GMR), is an editorially independent, authoritative, and evidence-based annual report that monitors progress in education in the Sustainable Development Goals (SDGs), which have been adopted as part of the 2030 Agenda for Sustainable Development. The Report is funded by a group of governments, multilateral agencies and foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool supporting the achievement of SDG 4, which aims to ensure “inclusive and equitable quality education” and promote “lifelong learning for all” by 2030. With its renewed mandate, established in the Incheon Declaration of the World Education Forum in May 2015, the annual GEM Report series will identify effective education policies and analyse major education related themes.

The 2021/2 version of the Global Education Monitoring Report will tackle this topic head on - to monitor the situation, inform and advance research and provide policy recommendations.

Among its objectives is to broaden the conversation on the many ways in which non-state actors are involved in education systems – providing education (private, NGO, faith-based or community schooling); providing ancillary services (school meals, technology, conducting assessments, supplementary tutoring); influencing education system functioning and financing (equity implications; influence over national policies; additional resource mobilization prospects); and the state role in the process (regulatory frameworks, accountability mechanisms).

The Report will reflect on the most recent developments in the non-state actors’ landscape. As global corporations or philanthropic foundations increase their interest in what and how education is delivered, their influence and prominence in the global education community as well as in their dealings with countries creates new challenges and opportunities for public-private interactions. Similarly, as governments grapple with providing early childhood education for all in the SDG era, many public-private arrangements are likely being developed or expanded.

#### **II. Objectives and tasks**

Working closely with the Senior Communications and Advocacy Specialist and the Web and Social Media Manager; the consultant will design infographics in multiple languages to support the outreach of Global Education Monitoring Report findings. The infographics will be used for social media as well as in GEM Report publications, blogs and webpages.

To do this, s/he will be responsible for:

- Conceptualizing and developing infographics to help communicate messages of GEM Report products to a non-specialized audience. Some will entail more complex data and others from more simple infographics.
- Providing editable versions of each infographic:
  - in PSD, pdf, jpeg / png format.
  - in multiple languages using translated text by the GEM Report, as require
  - in multiple sizes to fit various social media platforms.

### **III. Deliverables:**

- a) End September 2021: Production of ten infographics on the theme of the right to education
- b) End October 2021: Production of ten infographics on the theme of climate change education
- c) End November 2021: Production of ten infographics on the theme of school choice in education.
- d) End December 2021: Production of ten infographics on the theme of the 2021/2 GEM Report on non-state actors in education
- e) End January 2022: Production of ten infographics on the theme of gender equality in education

### **IV. Requirements:**

#### Mandatory

- Minimum of three years of experience in creating infographics in multiple formats and languages for different audiences.
- Expertise in Photoshop

#### Desired

- Working with data to create data visualisations
- Expertise in creating light animations