TERMS OF REFERENCE

Development and enhancement of the operational communication strategy and tools for the Facility of the Regional Teachers Initiative for Africa (RTIA)

Objective of the assignment	Development and enhancement of the operational communication strategy and tools for the Facility of the Regional Teachers Initiative for Africa (RTIA)
Expert profile	Communication Expert
Type of contract	Service/consultancy contract
Implementation period	September 2024 - January 2025
Estimated number of days	80 days
Duty station	Remote with potential travels to Facility coordination offices in Europe/Africa

Facility background.

Teachers are one of the biggest investments in education systems in Africa. Evidence points consistently to the impact that effective and quality teaching has on improving learning outcomes. But teachers and teaching across the African continent are confronted with several adverse and constraining factors that undermine their ability to teach and to facilitate learning. These factors are broadly seen across the continent but the conditions and context in which they manifest vary from country to country.

These challenges break down into two broad categories:
- those related to the broader management, planning and governance of the education system and the impact on teachers, their careers and working environment (teacher policies, teacher professional norms and standards, teacher working conditions and remuneration, recruitment and deployment);
- and those related to service delivery and the quality of teaching in schools and classrooms (initial teacher education and continuous professional development, school leadership and management, quality assurance mechanisms).

To address these challenges, the Regional Teacher Initiative for Africa (RTIA) was designed by the African Union Commission (AUC), UNESCO (IICBA and International Teacher Task Force) and the European Union (EU) as a multi-donor mechanism to improve learning outcomes and the socio-emotional development of children in Africa, by having a more competent, motivated and inclusive teacher workforce in basic education.

Specifically, the RTIA will seek to achieve the following outcomes over the next 6 years:

1. Improve the governance, management, attractiveness and gender balance of the teaching profession, with a strong focus on increased digitalisation and innovation.
2. Enhance the quality, relevance and effectiveness of initial and continuous teacher professional development, notably through digital education, peer-to-peer learning approaches and regional collaboration.

In this regard, the Initiative is aligned with EU's development and cooperation policy framework as laid out in the European Consensus on Development (2017) and its core objectives of poverty eradication and implementation of the Sustainable Development Goals (SDGs) of the UN 2030 Agenda. It will primarily contribute to the achievement of SDG 4 (ensure inclusive and equitable quality education and promote lifelong learning opportunities for all), and in particular to target 4.c (substantially increase the supply of qualified teachers,

including through international cooperation for teacher training in developing countries, especially in least developed countries and small-island developing States). The RTIA is furthermore aligned with the comprehensive ten-year Continental Education Strategy for Africa (CESA 2016-25) adopted by the African Union Commission (AUC) which underlines that the improvement of quality of teaching is a main priority for the African continent and has as its number 1 strategic objective to revitalize the teaching profession to ensure quality and relevance at all levels of education.

Within the broader programme, the Regional Facility for Teachers in Africa complements other components of the Initiative to support teacher policy and improve teacher education and professional development systems by i) providing capacity building at country level through technical assistance, ii) promoting innovation and scaling of effective teaching solutions; iii) increasing the production and use of data and evidence, and iv) promoting the use of regional frameworks, evidence-based practices and joint learning at regional level.

Facility's objectives.

The Regional Facility for Teachers in Africa will reach the above-mentioned objectives through 3 types of instruments or "windows":

i) one window to deliver **technical assistance** on teacher governance and teacher education and professional development on the basis of the demand from eligible partner countries[1],

ii) one window on **testing and scaling effective programs** for teacher education and professional development in the thematic areas of digital skills, gender, green skills, and pedagogical skills, including in the context of refugees and displaced populations,

iii) a **research window** to create new evidence and support the integration of evidence in the policy making process and in the design of teacher education and professional development programs.

In addition to these windows the Facility's knowledge management and communication activities will further contribute to the sharing of knowledge, evidence, and best practices related to the overall Initiative outcomes.

The Facility will be funded by the European Union and implemented by a partnership of three EU Member States (France through Expertise France, Belgium through Enabel and Finland through EDUFI). The duration of the action is scheduled from 01.02.2024 to 31.01.2027 (36 months) with a budget of 46.000.000 EUR.

Objective of the assignment.

The consultancy will build upon the results of an initial communication assignment conducted by a communication expert who supported the project. The assignment involves four distinct work packages crucial for advancing the Facility's communication objectives. These packages include:

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[1] All Sub-Saharan African countries covered by the EU geographical scope of intervention are eligible to benefit from the Facility. These countries are: Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo (Brazzaville), Congo (Democratic Republic), Côte d'Ivoire, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia and Zimbabwe.

1. Supporting the revision and improvement of communication materials developed during the inception phase.
2. Designing the operational communication strategy to align with the Facility's objectives.
3. Assisting operational teams with their communication efforts regarding ongoing activities.
4. Supporting the development of the Facility's website (pending approval from DG INTPA).

The operational communication strategy and tools will be developed through a participatory approach involving the Initiative's implementing partners (through the Communication Working Group), with approval from DG INTPA unit 02 (EU Political Strategy and Communication). The successful execution of these work packages will enhance the Facility's visibility, stakeholder engagement, and contribute to improving education quality across Africa.

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Key activities and expected deliverables.

The Communication Expert will provide support and/or carry out the activities detailed in the following tentative scope of work, to be adjusted according to the project needs and priorities:

		Activities		WD	
A.1	**Support the revision/improvement of communication materials developed during the inception phase**	Analyze all communication products developed during the inception phase (project fact sheets, brochures, PPT presentations, etc.) to provide stakeholders with an overview of the project.to identify gaps and areas for improvement	2		10
		Improve and complete the missing communication materials while ensuring adherence to the branding guidelines of the Global Gateway Strategy and all implementing agencies (with the support of Expertise France's graphic design provider)	8		
A.2	**Design the operational communication strategy / C&V plan to help achieve the Facility's objectives**	Take stock and analyze the draft operational communication strategy / C&V plan developed by the communication expert mobilized during the inception phase to identify necessary adaptations and additions	2		20
		Develop a comprehensive communication strategy to effectively convey project goals and achievements, in close coordination with RTIA partners (within the Communication Working group) and INTPA 02 (EU Political Strategy and Communication)	15		
		Develop the operational communication strategy into a 3-year action plan, encompassing outlining objectives, outcomes, activities, target audiences, key messages, channels, resources, and indicators to measure communication outputs and outcomes	3		

A.3	**Assist the operational teams in their communication efforts regarding ongoing activities**	Support the teams (on demand) in their operational communication activities by clarifying with them the objectives, target audience, key messages, channels, timeline, and budget for promoting their activities (e.g., organizing a workshop, publishing a call for proposals, conducting a technical assistance mission, etc.)	10	30
		Generate engaging content, including promotional materials, presentations, email invitations, social media posts, and website updates, to inform stakeholders about the upcoming activities and encourage participation.	10	
		Develop post-event communications to thank participants for their attendance, share event highlights or recordings, and encourage ongoing engagement with the Facility.	10	
A.4	**Support in the development of the Facility's website (if approved by DG INTPA)**	Develop technical specifications for the website based on consultations with the Facility's partners and DG INTPA and lessons learnt from other similar websites to gather requirements, which will serve as the foundation for contracting the web developer.	5	20
		Support tendering and contracting process of the Communications provider for website including the revision and negotiation of a a detailed workplan outlining the steps, timelines, roles and responsibilities to develop the Facility website	3	
		Work with designers and developers to design the website's layout, navigation structure, and user interface, ensuring a user-friendly and visually appealing experience.	10	

		Develop a privacy policy to ensure transparency with users and demonstrate compliance with data protection regulations, ultimately protecting the Facility from potential privacy risks	2	
DAYS (ESTIMATED)				**80**

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Required profile.

The Communication Expert should possess the following qualifications and experience to successfully carry out the consultancy:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field. Master's degree preferred.
- Proven experience in developing and implementing communication strategies, preferably in the international development or education sector.
- Strong knowledge of Communicating and Raising EU Visibility Guidance for External Actions (2022) and the Global Gateway Communication Guidelines and principles (2023)
- Strong understanding of graphic design principles and website development.
- Familiarity with project management principles and tools.
- Experience in stakeholder engagement and management, particularly with diverse international partners.
- Excellent written and verbal communication skills in English. Proficiency in French or other relevant languages is advantageous.
- Ability to work effectively in multicultural environments and collaborate with diverse stakeholders.
- Ability to think strategically and provide innovative solutions to communication challenges.
- Demonstrated initiative and proactive approach in driving communication initiatives forward.
- Flexibility to adapt to changing priorities and work in dynamic environments.
- Strong focus on achieving measurable results and driving impact.

The ideal candidate will be a self-starter, able to work independently and manage multiple tasks simultaneously, while ensuring high-quality deliverables and meeting tight deadlines. A strong commitment to the Facility's mission and goals, as well as an understanding of international cooperation and development aid mechanisms, is essential.