

## Dakchyata: TVET Practical Partnership

<b>Consultancy title</b>	<i>Strategic communications/campaign specialist</i>
<b>Activity area</b>	<i>Activity 3.7: Public awareness campaign</i>
<b>Report to</b>	<i>Team Leader</i>
<b>Location</b>	<i>Kathmandu, Nepal</i>
<b>Inputs</b>	<i>Max 25 days</i>
<b>Dates</b>	<i>November 2018 – January 2019</i>

## 1. Background

### 1.1 Background to project

Dakchyata is part of the TVET Practical Partnership programme, the flagship skills development programme of the European Union in Nepal. Dakchyata is being implemented by the British Council under the leadership of Ministry of Education, Science and Technology, in partnership with the Council for Technical Education and Vocational Training (CTEVT). The programme started in 2017, with an implementation period of 48 months.

The specific objective of the programme is to strengthen and implement more effective policy in the Technical and Vocational Education and Training (TVET) sector, responsive to labour market needs. The programme is piloting an integrated Public Private Partnership approach in three key economic sectors i) agriculture ii) construction, and iii) tourism. The Dakchyata project delivers two components of the overarching TVET PP programme:

- Component 2: an innovative grant fund mechanism has been designed to pilot Public Private Partnership projects in the construction, tourism and agriculture sectors. The aim is to generate learning on enhancing the relevance, quality and sustainability of TVET provision in Nepal
- Component 3: technical assistance to the Government of Nepal and national TVET authority to strengthen governance, coordination and reform of the national TVET system, and raise the profile of TVET in Nepal

(Component 1 is being addressed as part of the inter-linked 'Sakchamata' programme, delivered by the Council for Technical Education and Vocational Training (CTEVT) in Nepal).

### 1.2 Background to assignment

The project communication strategy has two distinct sections: Part A focuses on project Communication and Visibility, whilst Part B focuses on the Public Awareness Strategy as a backdrop for the project Public Awareness Campaign (PAC). The objectives and contents of the current communication strategy were agreed by taking into consideration the formal requirements and the expected results detailed in the original project documents and the Inception Report.

While Communication and Visibility is crosscutting, Public Awareness Campaign was initially envisaged as contributing to Outcome 3 of the project. Following revision of the project results structure, the Public Awareness Campaign is now to be delivered in close collaboration with the 'Sakchamata' sister project, delivered by CTEVT. In this regard, a revised approach to the project Communication Strategy is required.

A three-line approach to communication has been envisioned:

- a) Through CTEVT/Sakchamata contributing to Component 1- Quality of TVET provision ensured and made available through outreach
- b) For Policy Makers (Public and Private sectors) contributing to Component 3 – Enhance the capacity of the Government to coordinate TVET System
- c) Through Grantees contributing to Component 2 – increased employer/private sector engagement through Public Private Partnership (PPP) projects - the heart of the project.

## **2. Description of assignment**

### **2.1 Objectives**

The British Council is seeking a Strategic Communications Specialist to work on the Dakchyata TVET Practical Partnership project, to work with the project Communications Manager to review and revise the existing project communication and campaign strategy and develop an implementation/work plan.

The Communications Specialist will review the current project communication strategy and the public awareness campaign that has been partially initiated; and make recommendations for revision, and the development of a realistic costed implementation plan.

### **2.2 Required services**

Ensure that communication is used to develop a compelling narrative for stakeholder and civil society strengthening and connects with the interest and motivators of actors at all levels. More specifically, review project's public awareness campaign, and if the target groups and set out objectives meets the employers' engagement focus of the project.

Specifically, the consultant will be expected to:

- Review and revise the project communication strategy in line with the revised three-line approach
- Review the project public awareness campaign (including the Public Awareness Campaign baseline report) and make recommendations in line with the revised project communications strategy.
- Conduct consultation workshops to refine communication objectives and key messages for target audiences (i.e. Ministries, Public and Private TVET training providers, Business and Industries, local government, donors, project partners, media, academic circles, general public etc.)
- Develop a clear communications implementation plan detailing deliverables, milestones, timeline, responsibilities, communication products, media engagement, communication channels, dissemination methods, and budget.
- Develop grantees (partner) communication toolkit to guide the implementation of communication activities required under Practical Partnership Fund projects
- Make recommendations on revised indicators and develop tools to monitor the achievement of communications objectives.

## **2.3 Required outputs**

In relation to the assignment, the consultant will produce the following:

1. Revised project communication strategy,
2. Revised communication and awareness campaign implementation workplan and budget;
3. Grantee (partner) communications toolkit and protocols aligned to overall project strategic communications objectives;
4. Recommendations on revision of monitoring indicators and tools.

## **3. Logistical arrangements**

### **3.1 Location**

The location of the assignment will be based at Dakchyata Office in Kathmandu.

### **3.2 Input period**

The expected input period for the consultant is November 2018 – January 2019.

## **4. Administrative information**

### **4.1 Travel**

The Consultant will work in close coordination with the project Communication Manager under the supervision of Team Leader / Senior Programme Manager using the project office space in Kathmandu. Consultation meeting/s with stakeholders outside office shall be coordinated as necessary. Any travel outside of Kathmandu will be agreed in advance - transport and accommodation outside of Kathmandu valley will be reimbursed as per the Dakchyata travel policy.

### **4.2 Equipment**

The consultants will be expected to provide their own office equipment i.e. laptops, mobile phone etc. required to perform the services.

### **4.3 Invoicing**

Payment will be made in arrears on acceptance of deliverables and receipt of corresponding invoice and approved timesheets. An indicative payment schedule will be agreed and form part of the contract.

### **4.4 Fee rate and expenses**

The daily fee rate will be considered an all-inclusive fee, including all applicable taxes including VAT, except for those additional expenses specifically provided for under contract, and cover all preparation, report writing and all other work required for completion of the services.

### **4.5 Working days**

For the purposes of this assignment “Working Hours” and “Working Days” shall mean an 8 hour day, 9 a.m. to 5 p.m. local time Monday to Friday. Work on weekend days may be required and must be agreed in advance.

## **5. Consultant specification**

<b>Mandatory criteria</b>	<b>Weighting</b>
A Master's degree in Strategic Communications/Mass Communication, Development Communication, Organisational Communications, Journalism/Public Relations /Marketing or other relevant fields	Y/N
Fluency in English Language	Y/N
Experience in developing communication strategies to influence government, private sector, civil society, donors and other stakeholders; South Asia experience desirable	30%
At least 5 years' experience in working in change communications in the international development field across complex projects	20%
Strong analytical ability and report writing/editing skills	10%
<b>Desirable criteria</b>	<b>Weighting</b>
Strong interpersonal skills and experience of working with a range of stakeholders and partners	10%
Good understanding of skills development and other TVET systems	10%
Experience in training on customizing outreach and public relations strategies for government and private sector and civil society stakeholders	5%
Experience in facilitating participatory workshops to develop messages and campaigns	5%

**Scoring Model** – Your submission will be subject to an initial review to assess if it meets the mandatory requirements described above. Any submission which does not meet these requirements will be rejected in full at this point and will not be assessed or scored further. Please note that at any time during the evaluation process the panel can ask for additional evidence or information. Submissions not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria using the following scoring model:

<b>Points</b>	<b>Interpretation</b>
<b>10</b>	<b>Excellent</b> – Overall the submission demonstrates that the consultant meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, meets all aspects of the requirement leaving no ambiguity as to whether the consultant can meet the requirement.

<b>7</b>	<b>Good</b> – Overall the submission demonstrates that the consultant meets all areas of the requirement and provides all evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the submission or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the consultant's failure to provide all information at the level of detail requested.
<b>5</b>	<b>Adequate</b> – Overall the submission demonstrates that the consultant meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the consultant can meet the requirement due to the failure to provide the evidence requested.
<b>3</b>	<b>Poor</b> – The response does not demonstrate that the consultant meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the consultant can meet the requirement due to the failure by the consultant to show that it meets one or more areas of the requirement.
<b>0</b>	<b>Unacceptable</b> – The response is non-compliant with the requirements of the ToRs and/or information about required areas has not been provided.

Following scoring the submissions, selected consultants will:

- i) be invited to attend an interview (face to face or Skype) to further clarify their submissions, experience and skills.

Following the interviews, evaluation scores will be adjusted based on the performance of each consultant at interview.

Final scores in terms of a percentage of the overall submission score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

The winning submission shall be the response scoring the highest percentage score out of 100 when applying the above evaluation methodology, which is also supported by any required verification evidence obtained by the British Council during the evaluation process relating to any self-certification or other requirements.

## 6. How to apply

Interested candidates should send a CV in EU format (attached) to [sudha.subba@britishcouncil.org.np](mailto:sudha.subba@britishcouncil.org.np) with the title '**Strategic communications/campaign specialist – Dakchyata: TVET Practical Partnership Nepal**' by midnight UK time on Sunday 28 October 2018.

Candidates must include in their covering email their availability to perform the services against the required time scale, and expected daily fee rate.

*Please note, we can only respond to successful applicants.*