

## Terms of Reference for Individual Communication Consultant

### A. Background

Smart Education (SmartEd) is an initiative, developed by GPE and the Arab Coordination Group (ACG) is an innovative funding mechanism that provides \$4 for every \$1 mobilized from the [GPE Multiplier](#), up to \$400 million. Together, the leveraged ACG and GPE funds total \$500 million in education financing for 37 countries of the Organization of Islamic Cooperation, where 28 million children are out of school. Through this ACG SmartEd facility, the IsDB and its Arab development partners are stepping up to demonstrate commitment to furthering development through an enhanced engagement in education financing with the global community.

IsDB Regional Hub of Almaty has is implementing 4 joint GPE/IsDB projects in the region with two SmartED projects to be launched in the coming months in the Kyrgyz Republic and Uzbekistan. In both countries, the Joint GPE/IsDB Smart-ED Projects are designed to improve access to and quality of inclusive learning opportunities for all children. The projects aim to support the implementation of specific priorities the countries have set in their strategic plans.

The SmartEd projects will be implemented through Project Management Units and with close engagement of country offices of UNICEF, and in case of Uzbekistan of UNESCO as well. They include construction and rehabilitation of education facilities, as well as investments in the quality of the education services through curriculum enhancement, improvement of teacher preparation and professional development systems, and strengthening the inclusivity of the education system.

Due to specific requirements of all funding and implementing partners engaged in the SmartEd projects, the implementing teams require additional guidance and support in ensuring adequate branding of all partners, establishing communication channels and development of communication materials as well as engagement of key stakeholders. In the light of this, IsDB is seeking the services of an individual Communication Consultant.

### B. Objective

The key objective of the assignment is to design a Communication Strategy and Plan for the Joint IsDB/IsFD/GPE SmartEd projects in the Kyrgyz Republic and Uzbekistan with due attention to specific requirements of each funding organization and build the capacities of the project teams in their implementation. The Strategy shall include clear guidance on the design of communication materials (with samples and templates), maintenance of social media channels and adequate branding of all relevant stakeholders. While the specific focus of the consultant will be on the Joint SmartEd projects in the Kyrgyz Republic and Uzbekistan, the team from ongoing joint project in Tajikistan may be invited to attend the capacity building events as well.

### C. Scope of assignment

The scope of consulting services will include, but not limited to, the following:

- 1) Review of key project documents and funding partners communication guidelines and requirements.
- 2) Carry out consultations with key stakeholders to understand their communication needs;
- 3) Develop a Communication Strategy and Plan with clear references to communication requirements of all funding partners
- 4) Develop clear guidance on branding of all funding partners, design of various communication materials based on stakeholder analysis, organization of communication events and stakeholder engagement.
- 5) Support the implementation teams in opening social media channels and maintaining at initial stages of project implementation.
- 6) Support the implementation teams in development of sample communication materials and templates.
- 7) Develop a set of communication materials for advocacy purposes on the 2 projects.
- 8) Organize a series of capacity building events for implementing teams.

### Expected Deliverables

It is expected that the consultant should have a direct and undisrupted communication channel with the EA.

Expected deliverables, schedule and payment conditions will be subject to revision during the negotiations, at the Contract signature.

The key milestones for various deliverables and percentage consultancy fee allocated to it are as follows:

Deliverable	Timeline	% of the contract
Inception Report based on the result of desk review and consultations with key stakeholders)	Within 2 weeks after commencement of the contract	20%
Approved structure of the Communication Strategy and Plan		
Approved Communication Strategy and Plan (including guidance, samples and templates)	Within 2 months after commencement of contract	40%
Approved Communication/Advocacy Materials for 2 projects (video, animated materials, briefs)	Within 2 months after the commencement of the contract	
Capacity building of at least 4 specialists (opened social media channels, developed sample materials and templates by the teams)	Within 3 months after the approval of the Communication Strategy and Plan	40%

#### **D. Schedule**

The assignment is expected to commence immediately and to span until October 2026, considering that any slippages in the schedule might occur. The total estimated staff days of effort will be around 120 days. All deliverables will be approved by the client before being eligible for payment.

#### **E. Terms of Payment**

The contract is adhering to a lump sum basis; thus the Consultant will receive remuneration in installments depending upon completion of the tasks (reaching the outputs/deliverables) and upon confirmation and acceptance of the services by the client.

#### **F. Consultant`s Minimum Qualifications**

To carry out the work described above, the consultant should have the required skills and technical expertise in the following areas:

- At least 5 years of proven track record and experience in communications, social behavior change, marketing/social media or related positions.
- Excellent writing and copywriting skills and strong ability to synthesize data into outreach tools.
- Understanding and experience in the use of marketing elements (traditional and digital marketing, including social media tools, etc.) and marketing data analytics tools.
- Creative thinking/mindset and ability to quickly organize information and deliver on deadlines in a fast-paced environment.
- Thorough understanding of marketing elements and market research methods.
- Verbal and written fluency in English and Russian languages along with strong communications interpersonal and presentations skills.
- Familiarity with a broad range of innovative approaches and methodologies. Experience in the development sector is preferred.

The consultant will be required to have regular consultations with the Bank and EA team whenever possible.