



**Project Name:** *The Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) project*

## **Call for Communication Consultant: Terms of Reference**

### **1. General information**

The Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) Project is a 36-month project aimed at effectively addressing development challenges and opportunities at local level through improved cooperation between civil society organisations (CSOs) and local authorities (LAs) in Ukraine. It is being delivered by the British Council working with three experienced (CSO) co-beneficiaries and will operate across all of the Government-controlled areas (GCA) of Ukraine, including GCA Donetsk and Luhansk.

The overall Objective of the Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) Project is to address local development challenges and opportunities more effectively and innovatively through joint and mutually reinforcing initiatives of local authorities and CSOs, leading to greater social cohesion at community level.

The project runs from February 2020 to end of January 2023, with total funding of €1.1 million. SC3 project is funding a range of activities including trainings, events and cooperation projects through a variety of competitive grants, events for project's alumni, National Conferences, etc.

The Project now invites proposals from individual entrepreneurs for Communication services. The terms of engagement will be established using a Framework Contract.

It is anticipated that an initial Framework Contract will be awarded for a period of October 2022 – January 2023 during which time content management services will be required according to the needs of the Project.

### **2. Objectives of this Assignment**

The British Council is hiring a part-time Communication Consultant to plan and deliver effective communication campaigns to promote activities for Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) Project. The Consultant will be dealing with multiple stakeholders including national partners and marketing suppliers, planning and executing across all British Council platforms and ensuring that each campaign is reviewed and measured for their effectiveness against planned objectives.

The Communication Consultant services include:

- Prepare the content plan for project's social media channels according to the British Council and EU Delegation standards;
- Initiate the creation of visuals for the project's social media channels according to the British Council and EU Delegation standards;
- Being the contact person for national partners to approve/check visuals for their social media channels;
- Post the update on the project's social media channels according to the approved content plan;
- Initiate and coordinate TV/radio appearance with national partners, to ensure the project's maximum visibility;
- Prepare the updates for the British Council Ukraine website on the project;



- Together with national partners work on the development of success stories to be published in external and internal British Council and EU channels (up to 50 by the end of the project);
- Initiate and coordinate communication campaigns for project's promotion;
- Other creative ideas and innovative ways related to project communications and increasing project visibility in the media space.

#### **Timeframe:**

Beginning of Contract: **October 2022**

End of Contract: **January 2023**

It is expected that Communications Consultant will work for 2 to 3 working days per week.

### **3. Competencies and Experience Requirements**

#### Essential skills - shortlisting

- Relevant degree e.g. communications, journalism, marketing, or equivalent level of experience, native Ukrainian speaker;
- Experience in managing communications within NGO organisations;
- Demonstrable experience in providing expert advice and guidance on internal and external communications;
- Demonstrable experience in managing and mitigating internal and external communications risks and issues;

#### Additional skills – shortlisting and interview

##### Insight

- Strong understanding of different internal and external audiences. Use this knowledge to ensure the tone language and format of communication is easily accessible.

##### Ideas

- Able to initiate and lead the development of both reactive and proactive, integrated media campaigns that build on insight and tracking data.
- Able to develop innovative digital communication strategies; draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels.

##### Implementation

- Demonstrate strong written communication skills. Experience in writing about civil society sector is desirable.
- Demonstrate strong editing skills to ensure quality and timely press releases, rebuttals and lines to take in response to developing stories.

##### Impact

- Able to analyse evidence to assess effectiveness of communication, analyse media monitoring results to assess the effectiveness of media strategies and inform future proactive and reactive media campaigns;



- Able to assess the effectiveness of digital communications, use the results of user feedback, tests/pilots and effectiveness indicators to improve digital communication and the user experience.

#### **4. Requirements to the candidate:**

A Framework Contract for the period from October 2022 to January 2023 will be concluded with the selected service provider, according to which the registered legal entity or a private entrepreneurship status is required.

#### **5. How to Apply**

Interested candidates should send their proposals to [activecitizens@britishcouncil.org.ua](mailto:activecitizens@britishcouncil.org.ua) by **Monday 03 October (23:59 Kyiv time)** with the subject line "SC3 Communication Consultant".

#### **The proposal should include the following information:**

- CV and a cover letter responding to the ToRs which should clearly highlight experience relevant to the competencies and requirements;
- Copy of the document to prove a legal status of a private entrepreneur;
- Confirmation of the candidate's availability for the proposed timeframe should be included in a cover letter);
- Indication of cost of services in UAH (including VAT and other taxes).

#### **6. Evaluation of Proposals**

The evaluation of proposals will be carried out by the Project team who will evaluate all proposals on the basis of:

1. Compliance of the participant with the qualification requirements of the announcement.
2. Compliance of the submitted documents with the conditions of the announcement.
3. The quality and relevance of the individual's experience;
4. The adequate cost of services.

The final decision will be based on the best 'Value for Money' taking into account these two criteria.

#### **7. Final Consideration**

The Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) project will not be bound to select any of the proposals submitted.

#### **About the British Council**

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. It seeks to achieve its aims by working in education, science, governance, English and the arts. The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no.



SCO37733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

The primary charitable objectives of the British Council, as set out in the Charter, are as follows:

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries;
- Otherwise promote the advancement of education.

The British Council works in more than 110 countries around the world and employs over 7,000 staff worldwide. Its headquarters is in the UK – with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be found at

[www.britishcouncil.org.ua](http://www.britishcouncil.org.ua)