**Terms of Reference (TOR)**

**Part-time Communications Consultant**

1. **Introduction and background:**

The British Council has been contracted by DFID to implement the Promoting Knowledge for Accountable Systems (PROKAS) Project in Bangladesh. PROKAS is a component of the DFID Bangladesh Transparency and Right to Information Programme (TRIP – launched in 2014, up to 6 years), which is aimed at increasing transparency and accountability in Bangladesh. PROKAS (formerly the Transparency, Accountability and Right to Information Fund - TARIF) will be an actively managed project, not merely a funding channel.  PROKAS will support a coherent set of government and civil society initiatives to improve transparency and accountability in targeted thematic areas through collective action. PROKAS commenced on 13 April 2015 and will run till 12 April 2018 with a potential for additional 2.5 years extension.

1. **Objectives:**

TRIP aims to support or influence changes in government policies, processes, systems and/or activities that will contribute to increasing transparency and accountability, and to reducing corruption in Bangladesh. PROKAS-funded projects must support this overarching outcome by funding and supporting networks and coalitions of civil society organizations to advocate for change on issues of common interest, and by supporting initiatives to help the Government of Bangladesh improve its own transparency and accountability.

PROKAS will build on existing partnerships with civil society, including support to the work of Transparency International Bangladesh (TIB) through the Building Integrity Blocks for Effective Change (BIBEC) Programme. TIB is carrying out research and advocacy, and support local citizens’ action to demand accountability in health, education and other services, land administration and the use of climate finance.

PROKAS will support improvements to government systems, including strategy and training, for more effective implementation of the Right to Information (RTI) Act, building on existing work with the World Bank.

Direct beneficiaries of this project are Bangladeshi civil society and the Government of Bangladesh, both of which will be actively supported in their transparency and accountability initiatives. Citizens of Bangladesh will benefit indirectly from the improved transparency and accountability the project aims to generate.

1. **Managing agencies:**

The British Council is leading a consortium where Palladium is a member of the consortium focusing on private sector development and business regulation, right to information, and monitoring and results measurement, and WISE Development is a partner contributing on the gender and social development aspects.

1. **Scope of work:**

* Review and update the Communication and Advocacy Strategy
* Support the team to develop effective messages on “change” issues, including Thinking and Working Politically, participatory political economy approaches, “working with the grain” for a range of target audiences
* To ensure that the common vision is designed to support and enhance programme activities amongst partners and communities engaged in and impacted by the programme and the relevant government sector stakeholders, fostering increased engagement.
* To ensure that communication is used to develop a compelling narrative for civil society strengthening and connects with the interest and motivators of actors at all levels
* Support programme team to develop an effective outreach plan for a range of target audiences and ensure the IBPs include an outreach and communications strategy, to engage the wider community
* Contribute on the design of initial IBP workshops and ensure communications is sufficiently covered at these events
* Support programme team to support design and delivery of effective outreach and advocacy campaigns to influence the government and private on selected governance reform issues, including use of social media, for a range of target audiences, local and national.
* Advise PROKAS on further development of its website and other communications and advocacy tools
* Provide capacity building/ TOT
* Support documentation of programme results, positive and negative, including by PROKAS and our partners, including development of case studies, etc and for use in reporting (linking to Monitoring and Evaluation and other strategies) and with internal and external audiences
* Review and support improvements of knowledge management systems
* Ensure different levels of exposure for programme activities for PROKAS and/or our partners, to include:
  + media exposure: print (including digital), broadcast, and social media
  + Academic exposure: dissemination of case studies, articles and contribution to journals, as well as the production of publications.
  + Public exposure: participation in public and stakeholder fora; training launch events; government stakeholder meetings
  + Branding: logo on information products; roll-up banners; print publication of reports.
  + maximum visibility where appropriate for DFID and the British Council in the implementation of the programme

**5. Profile/requirement of the consultant**

* A Master’s degree in Communications/ Public Relations/ Marketing or related field
* At least 5 years relevant work experience in behaviour change communication and advocacy on governance reform and social change issues
* Experience developing communication strategies to influence government, private sectors, civil society, donors and other stakeholders
* Experience working in bilateral donor funded projects (preferably DFID) related to civil society
* Experience facilitating participatory workshops to develop messages and campaigns
* Experience in training on customizing outreach and public relations strategies for government and private sector and civil society stakeholders
* Strong analytical ability and report writing skills
* Proficiency in MS Office (particularly Word and Excel)
* International experience in communications and use of social media
* Knowledge of international best practices
* Experience working in Bangladesh
* Excellent verbal and written communication skills in English
* Strong interpersonal and organisational skills
* Results oriented
* A team player

**6. Estimated duration of contract and work schedule:**

Part-time contract at daily rate based on agreed work plan/assignments. Specific deliverables and time frame will be determined in consultation with the TL at the beginning of each quarter.

**7. Reporting:**

The consultant will report to the Team Leader and work in collaboration with other relevant personnel.

**8. Contractual arrangements:**

This position is to be contracted by the **British Council** under consultancy contract. The TOR is subject to update and modifications as per project need.

**9. Application process:**

Only shortlisted applicants will be contacted and called for interview. We will only consider applications for short listing if we receive both CV and cover letter with a clear mentioning post name in the subject line of the e-mail.

To apply, please send detailed professional CV with a covering letter to the following email address

[dhaka.recruitment@britishcouncil.org](mailto:dhaka.recruitment@britishcouncil.org)

The deadline to submit the application is: **August 06, 2016.**