**Terms of Reference**

**Position: Citizen Engagement & Outreach Coordinator**

Position Type : Long-Term Consultancy Contract (daily rate basis)

Duration : April 2025 – October 2027 (maximum 220 days per year)

Reports to : Team Leader

Supervises : District Coordinators

Location : Dhaka, with frequent travel to pilot districts

**Position Overview**

The British Council is seeking a qualified and experienced Citizen Engagement & Outreach Coordinator to support the implementation of the EU-funded “E-ffective Governance: Accelerating E-Government and Digital Public Services in Bangladesh” project, implemented in partnership with the e-Governance Academy (eGA) of Estonia. This consultancy role focuses on advising government agencies on citizen-centred engagement strategies, ensuring that e-services are inclusive, user-friendly, and accessible to marginalized groups.

The consultant will play a key role in coordinating outreach initiatives, fostering partnerships with civil society organizations (CSOs), and strengthening citizen engagement mechanisms to improve service accessibility. This role is designed to bridge the gap between government digital services and the citizens they serve, ensuring active public participation in service design and delivery.

**About the Project**

The project aims to enhance transparency, accountability, and responsiveness in public service delivery through improved e-government tools and processes. Implemented by the e-Governance Academy (eGA) and the British Council, the project focuses on three main objectives:

* Enhancing digital interoperability across government ministries, agencies, and departments (G2G).
* Strengthening public sector capacity to improve service delivery (G2E).
* Ensuring efficient, user-friendly digital public services for citizens (G2C).

This initiative addresses challenges such as fragmented e-services, infrastructure gaps, and inefficiencies in public service delivery by advising government agencies on citizen-centric and interoperable digital transformation strategies.

**Role Purpose**

The Citizen Engagement & Outreach Coordinator will lead efforts to enhance citizen participation, inclusivity, and access to public e-services under the G2C (Government-to-Citizen) component. The role involves advising key stakeholders on citizen engagement strategies and developing digital education and outreach initiatives to ensure that public e-services are accessible and user-friendly for all citizens, particularly marginalized groups.

**Key Responsibilities**

1. Advisory Support on Citizen Engagement & Outreach

* Develop and implement citizen engagement strategies to increase public participation in public e-service design and delivery in pilot project districts.
* Conduct consultations with citizens, CSOs, and marginalized communities to identify barriers to accessing digital services.
* Design and execute awareness campaigns to promote digital literacy and encourage citizen adoption of public e-services.
* Promote social accountability mechanisms, including the Citizens' Charter and Grievance Redress System (GRS), ensuring citizens can provide feedback on e-services.

2. Service Design & Accessibility

* Work closely with e-Governance Coordinator and other stakeholders for embedding inclusivity and user-centred design principles in pilot e-services.
* Ensure compliance with digital accessibility standards (e.g., WCAG) to make services accessible to persons with disabilities and low-digital literacy users.
* Facilitate user journey mapping and iterative testing of pilot e-services, ensuring citizen feedback informs service improvements.

3. Capacity Building & Digital Literacy

* Develop and implement training programs for local service providers, Union Digital Centres (UDCs), ICT staff and other stakeholders on inclusive service provision and accessibility best practices.
* Deliver digital literacy training for citizens, focusing on marginalized groups to ensure equitable access to digital services in project districts.
* Support CSOs and NGOs in building capacity for promoting digital inclusion and civic engagement.

4. Community and CSO Engagement

* Identify, onboard, and manage partnerships with local community organisations, ensuring alignment with project goals.
* Oversee the incubation of CSO-led initiatives and small grant programs to drive digital inclusion efforts.
* Provide technical guidance and governance support to CSO partners working on citizen engagement and e-governance initiatives.

5. Government Collaboration & Policy Support

* Advise government agencies and other stakeholders on reviewing ICT policies, service guidelines, and engagement frameworks through a Gender & Social Inclusion (G&SI) lens.
* Support e-Governance Coordinator to facilitate inter-agency coordination to improve the interoperability and inclusivity of digital public services.
* Support policy recommendations to institutionalize inclusive service design and citizen engagement practices.

6. Research, Monitoring & Evaluation Support

* Support the project’s monitoring efforts to assess the impact of citizen engagement initiatives.
* Track improvements in digital service accessibility and user satisfaction, ensuring continuous refinement of services.
* Document key lessons and provide recommendations for scaling citizen engagement efforts.

**Key Deliverables**

* Successful implementation of citizen engagement strategies for pilot e-services.
* Execution of educational and outreach campaigns and digital literacy programs to promote e-service adoption in project districts.
* User journey maps and accessibility reports to enhance service design.
* Strategic partnerships established with CSOs, local governments and other stakeholders on the community level to drive digital inclusion efforts.
* Training programs for service providers and community organizations to build local capacity.
* Regular monitoring reports on citizen engagement effectiveness and service adoption rates.

**Requirements for Citizen Engagement & Outreach Coordinator**

**1. Education Qualifications:**

* Master’s degree in Public Administration, Social Sciences, Digital Governance, or a related field.

**2. Required Professional Experience:**

* At least seven years of experience in citizen engagement, public outreach, digital governance, or inclusive service delivery.
* Proven success in advisory roles supporting government agencies, civil society organizations (CSOs), and international development projects.
* Experience in digital inclusion, accessibility standards (e.g., WCAG), and digital literacy initiatives.
* Expertise in policy advocacy, participatory service design, and social accountability mechanisms.
* Strong background in community engagement and CSO partnership management.

**3. Specific Knowledge & Skills:**

* Understanding of citizen engagement frameworks, public participation models, and digital accessibility standards.
* Knowledge of digital service design, user experience, and accessibility for marginalized groups.
* Experience in stakeholder coordination with CSOs, NGOs, and government agencies.
* Familiarity with monitoring and evaluation methods for tracking engagement impact.
* Awareness of grievance redress systems, participatory governance, and accountability mechanisms.
* Strong facilitation, communication, and problem-solving skills.
* Proficiency in producing reports, policy briefs, and training materials.

**4. Additional Requirements:**

* Willingness to travel frequently to pilot districts for outreach and training programs.
* Ability to work effectively in multicultural and cross-functional teams.

**How to Apply**

To apply, please submit the following documents, in PDF format, via email at [recruitment.nfe@britishcouncil.org](mailto:recruitment.nfe@britishcouncil.org)

* A motivation letter outlining your relevant experience and suitability for the role. The letter should be your own original work, without AI assistance or external editing.
* A current curriculum vitae (CV) detailing your professional experience and qualifications.
* Three professional references from former direct supervisors or senior managers who can speak to your expertise and professional track record.

Please ensure to mark the subject line as: “**Application for Citizen Engagement & Outreach Coordinator position.**”

**Closing date: 15 March 2025.**

*Note: Only shortlisted candidates will be contacted for the next stage of the recruitment process.*