**Terms of Reference for Digital Outreach Adviser**

**Position:** Digital Outreach Adviser

**Position Type:** InternationalConsultant

**Duration:** 90 days

**Reports to:** Team Leader

**Background:**

The E-ffective Governance: Accelerating E-Government and Digital Public Services in Bangladesh project aims to improve transparency, responsiveness, integrity, and accountability in public service delivery through the effective use of digital tools. Component 3 of the project focuses on citizen engagement, awareness, digital inclusion, and improving access to digital public services, with a particular emphasis on reaching marginalised and underserved populations. It seeks to ensure that digital government solutions are designed, delivered, and improved based on citizens’ needs and active participation.

The Digital Outreach Adviser will play a central role in connecting citizens with government e-services, with a strong focus on raising awareness, promoting digital literacy, and improving accessibility. The consultant will support citizen outreach and engagement initiatives, awareness campaigns, and inclusive approaches that ensure digital services are understandable, accessible, and trusted by all, including men, women, persons with disabilities, rural communities, and other marginalised groups.

**Objectives of the Role:** The consultant will:

* Develop and manage digital engagement strategies to raise awareness, promote digital literacy, and support inclusive access to government e-services.
* Lead public outreach and advocacy initiatives, including developing narratives and campaigns that align with project goals, promote citizen engagement, and build trust in digital services.

**Key Responsibilities:**

The consultant will report to the Team Leader and work closely with the project’s Governance Coordinator and Citizen Engagement Coordinator. She/he will be responsible for, but not limited to, the followings:

* Convert complex reports and findings (e.g., context analysis, citizen needs assessments) into visual, accessible formats such as infographics, case studies, and impact-driven storytelling materials, with a focus on real-life user experiences and the adoption of digital services.
* Develop and curate multimedia content (e.g., videos, infographics, case studies, blogs) that document user experiences, promote digital literacy, and showcase success stories and the impact of e-services on marginalized communities.
* Document and share success stories, case studies, and practical examples of how citizens are benefiting from digital public services, with a focus on inclusivity and overcoming barriers to access.
* Support the design and implementation of at least five targeted awareness-raising campaigns on digital public services (one per selected district and two national-level), working closely with local partners and grantees to tailor outreach and digital literacy materials to community needs.
* Provide capacity-building support to local partners and CSOs to enable them to deliver citizen engagement activities, including community outreach, digital literacy workshops, and local awareness-raising initiatives.
* Collect and analyse citizen feedback and user experiences through engagement events, training sessions, and user experience (UX) research to inform the design and improvement of pilot e-services.
* Support grassroots awareness and digital literacy initiatives, including facilitating local workshops and collaborating with community organizations to promote inclusive access to digital public services.
* Prepare quarterly reports summarizing citizen engagement insights, the effectiveness of digital literacy and outreach activities, and recommendations for improving accessibility and uptake of digital services.

**Required Qualifications**

**Educational Background:**

* A degree in Communication, Digital Media, Public Relations, Social Sciences, Development Studies, or a related field.

**Professional Experience**

* Strong experience in digital outreach, citizen engagement, public awareness campaigns, and digital literacy initiatives.
* Proven expertise in multimedia content development, including infographics, case studies, storytelling, and social media advocacy.
* Experience working with government agencies, CSOs, and marginalized communities on digital literacy and e-governance initiatives.
* Prior experience working and knowledge about Bangladesh and CSO dynamics will be an added advantage.

**Technical & Soft Skills**

* Proficiency in content creation tools (e.g., Canva, Adobe Creative Suite, or other design software).
* Experience in UX research and citizen engagement strategies.
* Strong writing and storytelling skills, especially for digital platforms and advocacy campaigns. Ability to analyze citizen feedback and translate it into practical recommendations. Collaboration and facilitation skills to work with local partners, CSOs, and government stakeholders.

**Timeframe:**

* Duration**: 90 days over the duration of the project**. The number of days could be extended based on project needs.

**Application Process**

Interested candidates should submit following documents (pdfs only) at recruitment.nfe@britishcouncil.org:

1. CV(s) highlighting relevant experience.
2. Financial proposal

Please mark the subject line as **‘Digital Outreach Adviser’**

**Note: No hard copy applications will be accepted. Only shortlisted candidates will be contacted for the next stage of the recruitment process.**

**Submission deadline: 7 April 2025**