

Consultancy Scope of Work: Communications Consultant for USAID Leadership for Change Program

Estimated Period of Performance: March-August 2024

1. Context

About Teach For All

Teach For All is a global network of 61 independent, locally-led and governed partner organizations and a global organization that works to accelerate the progress of the network. Each network partner recruits and develops promising future leaders to teach in their nations' under-resourced schools and communities and, with this foundation, to work with others, inside and outside of education, to ensure all children are able to fulfill their potential. Teach For All's global organization works to increase the network's impact by capturing and spreading learning, facilitating connections among partners, accessing global resources, and fostering the leadership development of partner staff, teachers, and alumni.

About the Program

The *Leadership For Change in Education* Program (hereafter referred to as the "Program") is being implemented by Teach For All with partner organizations Enseña por Paraguay, Enseña Ecuador, Enseña por Colombia, and Enseña por Guatemala. The purpose of the Program is to improve the quality of education of marginalized and vulnerable children and youth in Latin American and the Caribbean (LAC), focusing on cultivating and developing leadership across different levels of the education systems.

The Program includes four main objectives:

1. *Recruit and select growing fellow (teacher) cohorts in expanded target areas.* Partner organizations expand the recruitment and selection of these cohorts of talented leaders from diverse backgrounds, academic disciplines and career interests to serve as Fellows to influence holistic outcomes of students in marginalized communities.
2. *Train and support fellows (teachers) to be effective classroom leaders.* Partner organizations focus on the delivery of a comprehensive and holistic pre-service training and ongoing intensive coaching for fellows.
3. *Implement alumni leadership strategies and community engagement activities.* The Program engages fellows and alumni to work with students, teachers, and community members to contribute capacity to their systems at all levels.
4. *Strengthen the capacity of partner organizations while fostering regional learning.* The global organization enables partner organizations to strengthen their capacity to achieve results by fostering regional networks to share evidence of the implementation and convening spaces for dialogue and exchange.

2. Purpose of the Consultancy

The purpose of this consultancy is to provide expert support to Teach For All's global organization and network partners to design and implement a communications strategy and products to specifically highlight results and impact of the USAID Leadership for Change Program during Year 4 of the Program. The strategy and deliverables should focus on innovations developed and implemented through the

Program in order to position Teach For All and partners' work externally, sharing results and successes with USAID audiences, and to develop a strategy to share learning from the Program internally.

3. Activities and Deliverables

The consultant will work in close collaboration with the Teach For All Leadership for Change team, the Communications Team, and partner staff on the following activities and deliverables.

Activity	Associated Deliverables	Estimated Level of Effort & Due Date*
<p>Activity 1: Participate in onboarding and develop communications strategy.</p> <ul style="list-style-type: none"> ● Participate in introductory onboarding meetings with Teach For All and partner staff to understand the core purpose of the Program, key innovations (including student outcomes measurement, early warning systems, fellow recruitment training, alumni engagement, institutional capacity building) and results and impact to date. ● Review core documents, including Program work plans, communications plans and materials, marking and branding plans, messaging guidelines, and other documents about Teach For All and the Leadership for Change Program. ● Based on document review and meetings with key stakeholders, develop a communications strategy and plan for Year 4 of the Program. <ul style="list-style-type: none"> ● The communications strategy should outline key message(s) and core deliverables, anchoring around planned events and the Program’s work plan. Types of core deliverables could include virtual positioning events, blogs, social media posts, success stories, videos, among others. It should include a strategy to share the Program’s work externally with USAID audiences and share internally with the Teach For All network. It should also include support, training, and/or coordination with the four Program partners to highlight USAID Program activities in their countries. Finally, the plan should include recommendations on which products will be developed directly by the communications consultant and which require additional collaboration. ● The work plan should include a breakdown of all activities to implement the communications strategy for this consultancy, deliverables, dissemination, and timelines. ● Meet with Teach For All to discuss and finalize the communications strategy and work plan. 	<p>Deliverable 1: Communications Strategy and Work Plan. This deliverable should meet the requirements outlined in Activity 1 and agreed upon with the Teach For All team.</p>	<p>5 days</p> <p>March 2024</p>

Activity	Associated Deliverables	Estimated Level of Effort & Due Date*
<p>Activity 2: Implement communications strategy.</p> <ul style="list-style-type: none"> ● Lead development and dissemination strategy for all communications products defined in the strategy. This includes directly writing communications pieces and/or overseeing content development in coordination with others (including Teach For All staff, partner staff, other USAID implementing partner staff, and/or USAID staff). The estimated volume of products should be approximately one external material per month and an accompanying internal strategy as relevant. 	<p>Deliverable 2: Communications products, such as success stories, blog posts, social media content, videos, among others agreed upon in Deliverable 1.</p>	<p>45 days</p> <p>March-August 2024</p>
<p>Activity 3 : Monitoring Knowledge Management and final report</p> <ul style="list-style-type: none"> ● Work with partners to develop a regional repository of USAID communications materials (for example, shared photo albums, all Program-related success stories, etc.). ● Propose ideas and/or templates for how to close out Year 4 and Year 5 of the Program from a communications perspective. This includes recommended topics and ideas for end-of-year communications products for the Year 4 final report. Include ideas for closeout communications for Year 5 (events, blogs, etc.). ● Include the topics above in a final report that also reflect on the effectiveness and impact of the communications materials developed under this consultancy. 	<p>Deliverable 3: Final report</p> <p>This deliverable should meet the requirements outlined in Activity 3. An outline of the final report is to be agreed upon with the technical monitor.</p>	<p>5 days</p> <p>August 2024</p>

*Dates and number of days are approximate and represent a range, subject to Consultant's start date, work plan and rate. Exact payment mechanism (by days or fixed rate) will be defined in the contract of the selected candidate.

4. Experience, education and skills:

- 7+ years of demonstrated experience in communications, marketing, positioning or related field
- Bachelor's or master's degree in communications or related field preferred.
- Deep knowledge of Latin America and partner country contexts (Colombia, Guatemala, Ecuador, and Paraguay).
- Experience with past USAID-funded projects.
- Knowledge of the Teach For All network preferred.

- Fluency in English and Spanish proficiency required.
- Strong interpersonal skills and communication.
- Ability to work well independently and in teams.
- Proactive, strong sense of personal initiative, attention to detail, creativity, and strong sense of judgment.
- Alignment with Teach For All's [core values](#).

5. Application and Selection Process

Both individual consultants (or teams of consultants) and firms are eligible to apply for this opportunity. Application requirements for each are defined below:

- Interested candidates should submit the following documents to consultants@teachforall.org by March 1 in English. Applications will be reviewed on a rolling basis (before and potentially after March 1), so interested candidates are encouraged to apply as soon as possible.

Individual consultants	Firms
i. CV, including 3 professional references	i. Capability statement, summarizing all previous relevant work and including reference contacts from three former clients.
ii. Letter of interest, in which the candidate explains interest in the consultancy and clearly explains past experience.	ii. Expression of interest, in which the firm explains interest in the opportunity and clearly explains past experience.
iii. Completed biodata form (indicating preferred daily rate)	iii. Detailed budget, in which the firm lists all costs associated with carrying out this scope of work.

- Teach For All will select candidate(s) for an interview as appropriate. Interviews may include relevant exercises or requests to see examples of similar work performed in the past.
- Based on the results of the candidate experience, qualifications, and/or interview, Teach For All will make a final selection.
- Consultancy's start date may vary but would likely begin in March 2024 if feasible for the selected candidate.

6. Technical Monitor

The consultant (s) will report to the Deputy Chief of Party of the Leadership for Change Program and will collaborate with other Teach For All staff, including the Communications Team. Deliverables and payments will be managed by the Leadership for Change Program under the coordination of the Deputy Chief of Party.