

Role Title

Communication and Visibility (C&V) national expert

Role Information

Role Type	Location	Duration	Works with:
Consultancy	Libya	120 Days	Senior Expert C&V/ Team Leader

Project Background

Libya needs skilled and qualified young people to enable the country to prosper. Technical and Vocational Education (TVET) provides knowledge and skills to enhance prospects, career options and prosperity. The system supports Libya's next generation of learners – including the creators, the makers, the designers, the engineers, the fixers – and prepares people for the jobs of the future.

Libya Almaharat ('Libya: Land of Skills') is a TVET project funded by the European Union and delivered by the British Council. The Project aims to equip people with a high standard of education and training which meets the needs of the labour market directly.

Libya Almaharat works with partners in four regional clusters to deliver to the following priorities:

1. Strengthen leadership capacity to drive reform in training institutes;
2. Raise the skill levels of teachers and instructors to support learners;
3. Improve collaboration between education and business;
4. Provide Careers Information, Advice and Guidance to students, graduates and the unemployed;
5. Ensure that TVET reform is inclusive and benefits both men and women.

Overall Result Areas of the programme are as follows:

- **Result Area A:** Enhance the quality and relevance of training provision in a selected number of TVE schools to meet the social and economic needs of the community (Centres of Excellence)
- **Result Area B:** Reinforce capacity of the main stakeholders representing the demand side such as employers' organisations, syndicates and others to play an active role in the modernisation of the TVE system
- **Result Area C:** Dissemination of project success and lessons learned informs wider initiatives at a national level and provides resources for further development of Centres of Excellence in additional municipalities.

Purpose of the consultancy

Under the supervision and guidance of the Senior Expert, the purpose of this assignment is to provide technical assistance to the Project Management Team and its partners in the development and roll out of effective C&V tools, aligned with the mandatory EU Guidelines on C&V.

C&V relies on the cooperation and input of all team members and wider stakeholders to ensure relevance and sensitivity. Coordination between communications and project work on joint planning processes and reflection meetings is crucial.

The national expert will lead on the creation of communication plans and the implementation of communications and visibility interventions in Libya. The role will also support monitoring, evaluation and learning practices for communications.

The Project's communications and visibility strategy seeks to achieve the following objectives:

- build understanding of the Project, and its progress, with decision-makers and stakeholders in the TVET sector at national and local levels;
- promote stakeholder participation, including public and private sector, civil society and youth;
- share lessons learned, examples of good practice and showcase impact achieved from EU-funded activity to influence national TVET improvement;
- contribute to raising the public profile and changing perceptions of the value of TVET in Libya, especially at the local level.

The Project will focus C&V efforts to engage the following audiences:

- **potential direct beneficiaries** (raising awareness and promoting participation of leaders, teachers and trainers).
- **Influencers for advocacy** TVET officials and leading figures in institutions and organisations who can act as multipliers to share messaging.
- **Local TVET stakeholders** to mobilise efforts in communities and target areas.

Scope of work:

Under the guidance of the Senior Expert (or in her/his absence the Team Leader) the C&V national expert will undertake the following specific tasks:

- Support the continual development of a comprehensive C&V strategy (including tools and techniques ranging from messaging to policy makers, learners, business community and general public) covering the full duration of the EU-Libya TVET Project in consultation with the key stakeholders, including Libyan TVET authorities and the EU Delegation. This includes:
 - Developing and updating insight and Project understanding on its target audience groups

- Arranging consultations for Libyan stakeholders and incorporating feedback for project materials.
 - Ensuring adherence to the European Union’s equality, diversity and inclusion standards, as well as the shared values of the British Council.
 - Monitoring performance of C&V and sharing learnings with stakeholders.
- Lead the local C&V implementation activity in Libya including:
 - Communication of specific priorities such as engaging policymakers, practitioners, working groups, academic partners, the media and the public.
 - Brand management and development of communications and advocacy digital and printed materials using house style (such as social media posts, briefing packs, press releases articles, presentations, reports, brochures, website content, photography, videography, radio/TV broadcasts etc.)
 - Media liaison and management of any press engagements.
 - Briefing and management of the project’s procured videographer and design agencies for production of high quality and engaging digital assets.
 - Planning and C&V support to events programme including policy dialogues, stakeholder outreach meetings, community events and project celebrations.
 - Consultation with Libyan stakeholders on development of national TVET web platform and production of concept plan.
 - Maintenance of Project C&V timeline and planning grid
 - Monitoring and evaluation of C&V using a range of tools including analytics and
 - Support to costing, procurement and management of suppliers for implementation activity.
 - Support in the management of crisis communications related to the programme
 - Measurement and report against key performance measures and annual plans
 - Engagement of internal stakeholders through sharing success stories and impact stories

Expected Deliverables

The outputs to be achieved by the expert are as follows:

- Implementation plans for all Project C&V activities
- Delivery plans for major events
- Concept plan for locally managed web platform and social media channels
- Oversee production of project materials including explainer videos and digital content, in collaboration with suppliers.

The reports to be delivered by the Senior Expert will be supported by the C&V Expert. These are:

- Quarterly Communications and Visibility progress report
- Final technical report including all key deliverables as specified in the expected deliverables.

Skills and Competencies

- A university degree in Communications, Media, public administration or related field
- A minimum of 3 years of general professional experience in media including communication and visibility of development projects/programmes in Libya.
- Strong analytical, writing, reporting and communication skills

- Experience of reporting on reach and impact through offline and online channels.
- Excellent knowledge of digital media platforms
- Exceptional attention to detail, ability to work quickly and independently, prioritise, meet strict deadlines, and be flexible.
- Knowledge and understanding about current communications trends in Libya preferred.
- Experience working with EU C&V guidelines will be an advantage
- Excellent English language skills (oral and written).

Contract details

The assignment will be offered on a fixed term basis for **120 working days** in total, expected to start in April 2022

The successful candidate will be based in Libya and is expected to deliver through on-site or remote management.

To apply

If you are interested in this vacancy, kindly submit your application by April 7th, 2022.

Please submit all mandatory documentation to <https://in-tendhost.co.uk/britishcouncil> by the Response Deadline, as set out in the Timescales section of the RFP/ITT document.

Your Application should include the following:

1. Your CV
2. Your methodological approach summary
3. Your activity schedule
4. Your daily consultancy fee rate.

Please note that only short-listed candidates will be contacted.