

Vacancy Announcement:

Consultancy to assist in the development of the TVET handbooks series

Topic 1: How to organize an image campaign for TVET

Terms of reference:

Background

The UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training (TVET) acts as part of the United Nations mandate to promote peace, justice, equity, poverty alleviation, and greater social cohesion. The Centre assists Member States to develop policies and practices concerning education for the world of work and skills development for employability and livelihoods. The aim of is to achieve TVET that is:

- Accessible to all
- high quality, relevant and effective
- available throughout life.

UNESCO-UNEVOC undertakes its activities through a worldwide network of UNEVOC Centres in more than 165 countries. The UNEVOC Network is the only network of TVET institutions with a global outreach. It links and fosters interaction and learning among diverse institutions of TVET stakeholders around the world.

In the area of capacity development, UNESCO-UNEVOC conducts consultations, conferences and training in the different areas of TVET and advocates for global education and skills as essential to achieving development goals.

UNESCO-UNEVOC also facilitates knowledge sharing and development through the publication of TVET related research, and the development of online services and products.

Objectives

UNESCO-UNEVOC aims to develop the capacity of national and local level TVET bodies to design and implement quality, relevant and equitable TVET systems and policies, strategies and programmes, with particular focus on women, young people and vulnerable groups. Towards this, UNESCO-UNEVOC plans to support the following:

Develop a comprehensive manual on how to organize an image campaign for TVET including strategy development, objectives, stakeholder mapping, media selection, budgeting, implementation and evaluation.

Duties and Responsibilities

Under the supervision of UNESCO-UNEVOC staff, the Consultant will undertake the following activities:

- Develop a manual on how to plan, implement, monitor and evaluate a TVET image campaign. The manual will be developed in consultation with UNESCO-UNEVOC staff, the UNEVOC Network and the UNEVOC e-forum members, an online community of over 4000 TVET experts from around the world.
- Contact selected UNEVOC Network members in view of identifying good practice examples of successful image campaigns, to be used as case examples in the manual;
- Assess effective TVET image campaigns from different regions of the world in view of their success factor.
- Conduct a pilot test of the manual, preferably with the members of the UNEVOC Network and incorporate the relevant feedback for finalization;
- Prepare a set of guidelines for using and implementing the manual.
- Develop a roadmap for subsequent rollout of the manual usage after completion of pilot tests, including recommendations for monitoring and evaluating its use and impact.

Methodology:

The Consultant will carry out the following suggested steps to complete the tasks:

- Have a meeting with UNESCO-UNEVOC staff for a briefing on the assignment;
- Conduct a desk review of relevant documents, including consulting the UNEVOC e-forum;
- Develop an inception report which will lay out the detailed plan and scope of work, including a proposed draft manual including annexes, schedule of tasks, activities and deliverables, frameworks and tools;
- make a presentation on the manual and monitoring indicators for feedback from UNESCO-UNEVOC;
- submit a draft report on the assignment towards the end of the reporting period. The draft report will be circulated for feedback to both UNESCO-UNEVOC and UNEVOC Network members.
- The final manuscript should be 14.000 -18.000 words long (excluding appendices and references), and contain checklists, templates, worksheets, tables, graphs as required.

Time Frame:

The Consultancy is expected to begin in October 2015 and will be for a period of 2 months.

Deliverables

1. Manual on conducting effective TVET image campaigns;
2. List of UNEVOC Network members consulted and criteria for selection;
3. List of effective TVET image campaigns from different regions of the world considered for inclusion as case examples, and criteria for selection;
4. Guidelines for manual usage, containing a detailed analysis of impact and effectiveness questionnaires and pilot tests, if appropriate;
5. Strategy document of roadmap for subsequent rollout of the manual after completion of pilot tests, including recommendations for monitoring and evaluating its use and impact.

Reporting:

The Consultant will work under the supervision of UNESCO-UNEVOC staff, and the overall supervision of the Head of UNESCO-UNEVOC.

Competencies

- Exceptional analytical skills, solution oriented programme design skills;
- Research and evaluation skills including ability to synthesize information;
- Excellent oral, and effective presentation and report-writing skills in English;
- Ability to work with minimum supervision, while meeting deadlines;
- Demonstrated ability of timely completion of assignments;
- Excellent interpersonal and communication skills;
- Strong facilitation skills;
- Ability to work in multi-disciplinary and multi-cultural settings;
- Excellent computer skills required.

Required skills and experience**Education:**

- Relevant academic qualifications, preferably in disciplines such as technical and vocational education studies, development studies, social sciences, communication.

Experience:

- Several years of experience in technical and vocational education and training (TVET), eg as a researcher, practitioner or manager;
- Experience working in communications, PR or media campaigns would be an advantage;
- Understanding of the role of TVET in an international development context;
- Demonstrated ability to develop handbooks and training modules;
- Demonstrated ability to work in strategic partnerships across diverse stakeholders in TVET

Language skills:

- Fluent written and spoken English is required; reading knowledge of additional languages will be a distinct advantage;

Fee:

The consultancy fee for this assignment is **4000 USD**.

The fee will be paid in two instalments upon submission of the deliverables:

- 50% upon delivery of draft manual and related background materials
- 50% upon delivery of final manual and related background materials

Application process:

Interested candidates should apply to apply.cs@unevoc.unesco.org by submitting the following:

- A cover letter detailing the applicant's interest in and motivation for the assignment;
- A detailed proposal and timeline for the work (max. 4 pages);
- A finalised P-11 form

Deadline for applications is 26 October 2015.