



Communication Specialist Scope of Work Community Involvement in Primary Education Reform

TITLE: Communication Specialist (short-term)

REPORTS TO: Jasmeet Dev, Director of Programs and Abdelkhalk Aandam, Morocco Project Director

BACKGROUND

Since 2004, NEF has been mobilizing communities in the High Atlas Mountains (Ouarzazate area) of Morocco around education to enhance enrolment and retention in rural primary schools. By instituting and strengthening parent-teacher councils (PTCs) and building partnerships between the communities and local governments, NEF increased girls' attendance in 21 schools of Morocco's Ouarzazate province from 10% to 100% between 2004 and 2007. Overall attendance rates among the 3,000 students targeted increased by 35%, with retention rates of 98%.

Building on the success of rural education reform in Ouarzazate, leveraging established Parent-Teacher Associations and deepening local government engagement, NEF is transferring lessons learned, building stakeholder consensus and institutionalizing reform within local administration. The model developed in the Ouarzazate area is the basis for community-based rural education reform in the Soussa-Massa-Draa region. The current project works closely with the Academy of Agadir (Regional Ministry of Education, responsible for the Souss-Massa-Draa Region) as a principal partner and with the six districts (provinces) to implement NEF's community-based approach to rural education reform.

NEF is working to

1. Develop human resources and train civil servants at regional, district, and local levels;
2. Build effective partnerships between the region and districts, schools, PTCs, and women leaders to achieve consensus solutions and develop action plans to address needed change
3. Enhance sustainability through public-private partnerships, and sound financial management for region and district level local administration and income-generating projects for PTCs and
4. Work with the regional administration to educate citizens on the need for rural primary education and girl's education.

PURPOSE

One-and-a-half years into Phase II of the project, NEF wants to create buy-in from national and regional players, as well as the general public.

We propose to conduct an aggressive awareness campaign to communicate the successes of our approach, provide how-to manuals to other regions on PTA development, revenue generation and consensus building. The communications campaign should target various national ministries, regional ministries of education, local government, school administration, and the **general public**.

An aggressive communications campaign will:

- Build demand at the local, regional and national level for the institutionalization of education reform to change how regional administrations do business. This effort coincides with the Ministry of Education's new strategy, which promotes community involvement in education.
- It will provide a forum for participant regional administrations to communicate successes, support and coordinate with other regional administrations and establish incentives to capitalize on achievements.

In order to draft an effective communication's campaign/strategy, the consultant will need to analyse the most effective mediums for communication such as media coverage, monthly newsletters, an interactive and informative project website, education conferences, or various presentations by participant regional administration.

PRINCIPAL RESPONSIBILITIES

In working closely with the field staff, who are locals and know the working context extremely well, and in particular coordinating on a daily basis with the project's communication officer (an English, French and Arabic speaker) the aim of this assignment is to create a communications strategy that will guide the project's communication efforts to generate national and regional buy-in. The strategy will describe how the project can increase public awareness of NEF's community-based approach to rural education and the project's impact on education in Morocco.

- Assess communications context (in coordination with the field team)
- Conduct a stakeholder analysis (involving sitting down with field team to develop stakeholder analysis and conducting targeted meetings with Regional Ministry of Education and Delegation officials)
- Define audiences
- Craft messages (including storyboards)
- Describe approach (including an events schedule of applicable)
- Select communication tools, such as media outlets (including events schedule if applicable)
- Develop action plan (to run through the end of project) Provide indication of how the plan will be monitored and evaluated

DELIVERABLES

- A communications strategy for the project
- Budget breakdown for the strategy
- A detailed work plan/action plan

- A clear indication of how the plan will be monitored and evaluated.
- Necessary templates
- Presentation to local staff, who will be responsible for implementation of the communication's work plan and strategy

LEVEL OF EFFORT

This is a short-term assignment based in Morocco. Total level of effort is up to 20 days.