

Government of the People's Republic of Bangladesh  
Skills and Training Enhancement Project (STEP)  
Directorate of Technical Education  
Technical and Madrasah Education Division  
Ministry of Education  
F-4/B, Agargaon, Dhaka-1207

## **ToR: Junior Communication Consultants**

### **1. BACKGROUND**

As part of the World Bank's support to the Government of Bangladesh in the field of Technical and Vocational Education & Training (TVET), Canada and the World Bank are partnering the Government for a Skills and Training Enhancement Project which is being implemented over a period of nine years. The project has been assisting the existing public and private sector providers of TVET in a number of ways that include support for rehabilitation and refurbishment of facilities, performance grants, stipends to students and others. The Ministry of Education is the lead Ministry for this project.

The main implementing agency is the Directorate of Technical Education (DTE) under the Technical and Madrasah Education Division, which has been leading the implementation process. The Bangladesh Technical Education Board (BTEB) and the Bangladesh Manpower Employment and Training (BMET) are also involved as co-implementing agencies.

A Project Implementation Unit (PIU) has been established and it has the overall responsibility of executing the project and coordinating its various components as well as assisting the DTE, the Technical and Madrasah Education Division and the Ministry of Education in overseeing all project related activities.

The PIU is required to appoint 2 (two) **Junior Communication Consultants** to perform the activities related to communication and mobilization are carried on at an optimum level of efficiency and effectiveness and according to approved communication and mobilization action Plan.

### **2. OBJECTIVES OF THE ASSIGNMENT**

The objective of the assignment is to provide technical assistance to disseminate project information, build awareness, popularize TVET, strengthen industry linkage, organize trainings, workshops, fair, outdoor programs, job fair, skills competition etc. and ensure media coverage for the successful implementation of the project that adheres to the project management effectiveness needs and implementation requirements of GoB, Canada and World Bank. The Junior Communication Consultants would assist the Communication and Mobilization Consultants to implement the communication action plan, especially organizing programs all over the country.

### **3. Specific objectives of the Assignment**

- Disseminate the project objective, vision, mission, activities, progress, upcoming activities etc.

- Organize training, workshop, seminar, conference, job fair, skills competition, campaign, dissemination program etc.
- Develop TV/Radio discussion program, documentary film, advertisements, outdoor stage programs etc. for awareness building.
- Develop and disseminate communication materials for stipend of polytechnic students, short courses and RPL Applicants to the supported institutions and target communities;
- Create public awareness about technical and vocational education and training and other project activities.

#### **4. SCOPE OF THE ASSIGNMENT**

The scope of services of the Junior Communication Consultants are the following but not limited to:

- Assist to prepare communication literature and materials for the promotional workshop/seminar/training participants;
- Assist the DTE and STEP in organizing and holding the promotion workshops/programs with professional inputs and services;
- Organize Regional and Institutional Dissemination Programs at various divisions and districts;
- Support to organize TV talks and discussion programs which includes guest selection and hiring, media contact, set designing, preparing question and answer, coordinating recording, editing and airing etc.
- Prepare the budget of the promotional programs and events;
- Prepare reports of the promotional programs, workshops etc. after the conclusion of each event;
- Help to develop post-workshop/seminar activities at the diploma level institutions for wider dissemination and monitor those activities;
- Assist to prepare communication literature on various activities of the project including stipend, industry linkage and short-courses strategy and other project activities;
- Assist to organizing different type of programs, disseminate through mass media (national & local), building awareness and increasing popularity of TVET sector;
- Undertake frequent field visits to different sub-projects for organizing and supporting communication and mobilization programs;
- Initiate and implement/facilitate organizing skills competition and job fairs centrally and regionally;
- Assist to ensure that all documentation of every program is being maintained properly;
- Assist beneficiary institutions to promote communication and mobilization activities and to strengthen placement cell and industry-institute linkage;

- Initiate to devise a strategy and disseminate information about communication activities;
- Ensure reaching the project messages to the stakeholders and target groups through different media.
- Assist beneficiary institutions to develop communication materials and disseminate those.
- Junior Communication Consultants will jointly be responsible with the CMS for disseminating project information and popularizing TVET in Bangladesh.

## **5. Counterpart Support**

The **DTE/STEP PIU** will provide office space, logistics and institutional support for carrying out the assignment. The Junior Communication Consultants will assist the Communication and Mobilization Consultants (CMS) under close supervision of the Project Director. S/he will also interact closely with DTE and other stakeholders, if necessary.

## **6. Reporting Arrangement**

The Junior Communication Consultant will report to the STEP Project Director through the Communication and Mobilization Consultants.

## **7. Expected Outputs of the Assignment**

The expected outputs are given below, but, not limited to:

- Help formulating the detailed strategy and design of the promotional activities and Programs;
- Developing detailed layout of programs of the promotional events/workshops and organize Regional and Institutional Dissemination Programs;
- Producing and reproducing communication and awareness materials;
- Developing communication techniques/strategies for conducting the communication events/programs;
- Preparing the budget of the promotional and dissemination programs;
- Submitting reports on communication programs after conclusion of each event.
- Organizing programs, assisting printing and publishing and maintaining liaison with stakeholders, mass media and social media.

## **8. Qualifications and Experiences**

The Junior Communication Consultants will be required to possess the following:

- A post-graduate degree from a recognized university in mass communication/journalism/Public Relations/International Relations/English;
- At least Seven years' experience in communication activities or program organizing sector, with a minimum of four years in a mid-level position held in a reputed relevant organization or international donor funded project;

- Experience in organizing various types of programs, training, workshop, seminar, competition, fair, conference etc.
- Skills in developing communications literature/materials for electronic and print media for dissemination among public;
- Knowledge on the technical and vocational education system will be given preference;
- Proven skills in communicating, especially in English, with different categories of professionals/organizations;
- Skills in developing A/V materials, talk shows, advertisement, TV spot etc.
- Ability to work under strict deadlines maintaining quality;
- Report writing skills and ability to deliver them within a timeline;
- Excellent computer skills on MS Word, Excel, power point, Internet, web searching, photoshop, illustrator etc.
- Strong linkage with event management firm, communication firm, electronic and print media.
- Willingness to visit the stakeholders/fields frequently.

#### **9. Duration of Service**

The duration of assignment is for 06 (six) person months which is extendable subject to satisfactory performance of the consultant and requirement of the project.