

TERMS OF REFERENCE

SURINAME BASIC EDUCATION IMPROVEMENT PROJECT 1521/OC-SU

SOCIAL MARKETING SPECIALIST

I. BACKGROUND

In the past years Suriname has, inspired by the bottlenecks and problems experienced with education and also in the light of international and regional developments and commitments, taken many actions to transform the entire educational system.

In this respect many sector-wide studies and analysis of education have been performed that were partly funded by different donors.

Also the Ministry of Education and Community Development (MINOV) started in 2001 with a national mobilization process in order to consult the stakeholders in the education sector to lay the foundation for the realization of a short, medium and long term educational policy with a scope of 15 – 20 years.

A five year Education Sector Plan was derived from all the studies, analysis, sector plan and other documents.

To achieve some of the objectives as mentioned in the educational policy documents, the Government and the Inter-American Development Bank (IDB) signed the loan contract 1521/OC-SU “Basic Education Improvement Program (BEIP)” on March, 31 2004.

This project aims at improved quality and increased efficiency of the basic education system by updating the educational contents and processes, providing inputs to schools and supporting institutional reforms to strengthen MINOV and build-up management capacities at the school level.

The main objectives of component I of this project, “Support the establishment of a Revised Basic Education Cycle”, are to increase the quality and efficiency of the basic education system.

The activities of this component started in 2004 with the preparation of new teaching materials and the installation of the Curriculum Task Force (CTF).

Some new books for primary education are already printed and distributed to the schools, teachers trained in the use of the new books and stakeholders are informed during workshops and meetings.

Notwithstanding the general consensus on the need to establish a new basic education cycle, it is necessary to explain to key stakeholders (the MINOV, teachers, administrative personnel, parents, unions, etc.) the implications of the reform in order to facilitate its implementation.

Besides the implications of the new basic education cycle, the stakeholders must also be informed about the project as a whole.

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II. CONSULTANCY OBJECTIVES

The objective of this consultancy is:

Design and implement a campaign to communicate the reforms proposed by the Basic Education Improvement Program to the MINOV and all stakeholders with the aim of gaining political support for the reforms and associated legal adjustments.

III. ACTIVITIES

The consultancy will conduct the following activities, among others

(i) Review and analysis of the Literature: The consultant shall review all Literature and other documents generated from the two years of consultation on changing the basic education cycle: The consultant shall review, inter alia, (i) report from the Curriculum Task Force (August, 2005); (ii) reports from the in-house consultations (In-house Consultaties met betrekking tot Hervormingen Basisonderwijs Eindrapport, Bendt Training & Consultancy) (iii) reports from the workshops conducted in November 2005; (iv) Sectorplan Onderwijs 2004-2008, November 2004; (v) Surinaams Educatief Plan- SEP, December 2002). (vi) The report on the road map for the implementation of the new basic education cycle (vii) Operation Manual (viii) National Curriculum (Nationaal Leerplan) for primary education

(ii) Social Marketing Strategy: Prepare an overall social marketing strategy for the communication about the project in general, the reforms and the project activities. Furthermore special attention shall be given to the strategies to seek political support for the reforms and possible coalitions with like-minded organizations.

(iii) Action Plan: The consultant shall prepare a detailed annual social marketing plan (12 months) for the entire project. This plan should be consistent with activities within other project components and activities scheduled and/or carried out by other donor organizations or MINOV.

(iv) Execution of the action plan: The consultant shall execute the action plan and coordinate all activities such as the actual communication and the procurement of services from communication and marketing organizations and individuals.

IV. EXPECTED OUTCOMES

The MINOV and external stakeholders must be aware of the objectives and activities of the project and the required attitude and support as embedded in the social marketing strategy document is perceptible.

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V. EXPECTED REPORTS

The consultant is expected to deliver the following products:

(i) A social marketing strategy containing at least:

- Clear definition of the audience (both primary and secondary) in terms of unique identification, role within the education sector, current view of the project, required behavior/attitude towards the reforms, etc.
- Promotion campaigns describing the messages per audience and means of distribution to the audience.
- Framework for an ongoing social marketing campaign
- Detailed annual action plan, including budget

The social marketing strategy document shall be submitted to MINOV and the Bank for no objection within three weeks after start.

(ii) Monthly reports. The monthly status reports must include at least detailed information on the activities over the previous month, adjusted detail planning for the next three months and if appropriate, implications for the overall social marketing plan.

(iii) In general all reports as mentioned in the action plan and all reports as required by the Program Coordinator.

(iv) A final report within one month after the end of the contract.

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VI. CHARACTERISTICS OF THE CONSULTANCY

(i) Type of consultancy: Full time individual consultant.

(ii) Counterparts: All Task Managers of the project and the Program Coordinator.

(iii) Starting date and duration:(1 year)

(iv) Place of work: The Ministry of Education in Paramaribo, Suriname.

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VII. MINIMUM QUALIFICATIONS OF THE CONSULTANT

The consultant should have a Masters in Social Sciences, Public Administration, Political Communication or related field. Other requirements include: (i) at least 8 years of proven experience with social marketing processes at a strategic level, (ii) minimum 5 years of consulting experience in the provision of communication support to governments and international agencies (iii) excellent ability to analyze and synthesize vast amounts of information, (iv) strong writing skills, the consultant must be fluent in Dutch and English (v) experience in day-to-day coordination of social marketing activities in similar situations (vi) ability to work within a team, flexibility, analytic ability; willing to get training and to transfer knowledge and experience to others.

VIII. COORDINATION

The consultant shall report to the Program Coordinator and work closely with the entire PCU Project Team. The MINOV departments Information Service, Legal Services and Administrative Services will also be involved in the activities and have specific responsibilities related to this consultancy.

The consultant shall also consult and coordinate with other consultants such as the consultant to support the Task Manager, the consultant to prepare the Road Map for the implementation of the new basic education cycle and the consultant in charge of the institutional assessment of the Education Directorate of MINOV.