

POST DESCRIPTION

Title	Communications Coordinator – Barranquilla project 2025
Location of project	Barranquilla, Colombia
Scale	Junior Postgraduate Consultant/ Teacher Trainer junior II
Economic Compensation	49,500.000 for the entire contract (IVA not included)
Number of trainers required	N/A
Lengths of contract	11 months
Number of consultants required	1
<p><i>Context and Environment</i></p> <p>The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections, and engendering trust.</p> <p>We work with over 100 countries across the world in the fields of arts and culture, English language, and education. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.</p> <p>This service is part of the work we do in the British Council’s English Programmes Strategic Business Unit, which formulates and delivers a series of projects to support governments with the inclusive, quality teaching, learning and assessment of English, where learning in the education system is in Spanish, and English is taught as a formal subject.</p>	
<p><i>Purpose</i></p> <p>Act as the coordinator of the communications strategy for the Barranquilla is Bilingual project, ensuring the implementation of data management policies and the use of our participants' images to promote the project's objectives and goals in accordance with the corporate policies of the British Council and the partner organization.</p>	
<p><i>Responsibilities</i></p> <ol style="list-style-type: none"> 1. Design and execute a comprehensive 360-degree internal and external communication strategy for the Barranquilla project, in collaboration with the British Council’s marcomms teams and key partners. 2. Support the design processes for materials, invitations, newsletters, and the production of videos, including script development and event presentations. 3. Ensure that the communications strategy meets the project's goals and objectives. 4. Ensure the inclusion of the following elements in the communication strategy: <ol style="list-style-type: none"> A. Identification of the target group for the promotion and dissemination of the projects, which must be presented to and approved by stakeholders. B. Design of a promotion and dissemination plan that includes activities for all phases of the projects. 	

- C. Design a promotional campaign with compelling branded materials to create impact and increase visibility across different regions of Colombia.
- D. Develop and implement a media/press strategy, considering major news outlets and engagement platforms. This includes drafting press releases and preparing a press dossier, as appropriate.
- E. Create the project's brand image and corporate identity. This must be aligned with and approved by the communication team of the stakeholders, when applicable
- F. Ensure the visibility of the projects on corporate websites, newsletters, and social media platforms such as Twitter, Facebook, Instagram, and LinkedIn, highlighting relevant and up-to-date content.
5. Generate communication materials that can be replicated/shared by partners across various communication channels (both online and offline), including social media, print, etc.
6. Monitor and supervise the materials and content proposed by the graphic designer for the Barranquilla project.
7. Collaborate with the operational leaders and project manager in implementing all communication actions for the Barranquilla project components.
8. Design a strategy that contributes to creating a sense of community among the beneficiaries, including:
 - A. A strategy to increase the retention rate of beneficiaries.
 - B. A plan to continue promoting and engaging the EWB site for project beneficiaries.
9. Provide communication guidelines to the graphic designer.
10. Coordinate and articulate all communication activities and strategies with the British Council's marcomms teams and their partners.
11. Participate in internal and external meetings, as needed, to align and standardize processes.
12. Oversee publications across all platforms and generate monthly analytical communication reports that highlight aspects such as reach and impact, interactions, and return on investment (ROI).
13. Provide timely information and prepare communications-related presentations when necessary.
14. File all relevant copies and evidence of the publications made for this project.
15. Provide support in the publication of the terms of reference required for the successful execution of the project.
16. Support any other technical activity that may arise from the delivery, as agreed upon with the technical lead.
17. Remain available to conduct support visits in different regions of the country.
18. Participate in strategic meetings relevant to the successful development of the projects.
19. Timely deliver the agreed-upon products and address any comments and/or suggestions made by the British Council regarding these until a satisfactory quality is achieved.
20. Participate in training sessions, follow-up meetings, and activities necessary to ensure compliance with the British Council's goals related to the contract signed with Corpoeducación.
21. Understand and comply with the British Council's policies, including but not limited to data protection policies, codes of conduct, confidentiality, and safeguarding. These policies, codes, and protocols are available at: <https://www.britishcouncil.org/partner/international-development/jobs/policies-consultants>
22. Complete the six mandatory courses, including Child Protection Awareness, Safeguarding, Equality, Diversity and Inclusion (EDI), Fraud Awareness, Information Management, and Safety and Security.
23. Understand and comply with the British Council's equality, diversity, and inclusion policy in all activities conducted in this role.
24. Understand and comply with the acceptable use policy, roaming use policy, security information policy, and any written instructions regarding these matters.

25. Maintain and comply with all legal measures of confidentiality, security, and protection of personal data to which access is granted during the execution of the contract, in accordance with the data processing policy of the British Council, Corpoeducación, and Colombian law.
26. Inform Corpoeducación and the British Council of any personal data security incidents that may affect the information of the data subjects.
27. Destroy and/or return all personal data information upon termination of the contract, following the instructions received from Corpoeducación.
28. Strictly observe and comply with all biosafety protocols established by both the National Government and local authorities for activities that must be conducted in person and/or that require participation in commercial establishments, under penalty of immediate and unilateral termination of the contract.
29. Address comments and/or recommendations from project coordination.
30. Carry out all activities with high standards of confidentiality and discretion regarding the information related to this project.
31. Respect copyright always.
32. Any additional requirements necessary for fulfilling the objectives or arising from the nature of the project.

TERMS OF REFERENCE

Type of Contract	Service provision upon request
Payment terms	<ul style="list-style-type: none"> - Eleven (11) payments of \$4,500,000 each will be made upon submission of a progress report detailing the implementation of communication strategies for the Barranquilla project. - Payments will be issued upon approval from the Head of Implementation. - Each month, the contractor will provide proof of social security contributions as required by local legislation.
Legal deductions	In accordance with legal policies in Colombia
Deliverables	<p>Depending on the service provided, this may include, but is not limited to:</p> <ul style="list-style-type: none"> - Annual Communications Strategy: This document must be submitted in January of each year during the contract execution, resulting in a total of three documents over the contract period. - Monthly Communications Report: This report includes details of communication activities conducted during the current month, along with a summary of key accomplishments, challenges faced, and performance metrics related to the project's communications strategy. - Monthly Content Calendar: A document that outlines the topics, events, and communication activities planned for the upcoming month. - Audiovisual Content and Other Project Materials: This monthly report includes all audiovisual pieces (videos, photographs, etc.) and other content created as part of the project strategy to date, along with the corresponding formats and permissions. - Audience Evaluation and Monthly Feedback: This report provides insights into how the target audience received the messages and includes any relevant feedback collected.

	<ul style="list-style-type: none"> - Final Report of the Annual Communications Strategy: This report will be delivered at the end of each year, resulting in a total of three documents throughout the contract execution. - For the first payment you must complete and send the certificate of the completion of the six mandatory courses, including Child Protection Awareness, Safeguarding, Equality, Diversity and Inclusion (EDI), Fraud Awareness, Information Management, and Safety and Security.
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CONTRACTOR SPECIFICATION

Essential qualifications, experience, and skills	<p>Qualifications:</p> <ul style="list-style-type: none"> - Bachelor's degree in social communication or in a related field. <p>Demonstrate the following experience and expertise:</p> <ul style="list-style-type: none"> - At least five (5) years of experience in designing and implementing 360-degree communication strategies for large-scale projects. - Ability to use design programs such as Illustrator and audiovisual resources among others (photo and video). - Proficient in the management of social networks and online/digital platforms. - Ability to operate in Spanish level C1 of the CEFR.
Desirable	<ul style="list-style-type: none"> - Proficiency in English: Ability to communicate effectively in English (both written and spoken) at least at a B2 level on the Common European Framework of Reference (CEFR). - Experience in Designing Engaging Communication Materials: Proven experience in creating attractive communication pieces. - Postgraduate Studies in Related Fields: A postgraduate degree in relevant areas is desirable. - Experience in Developing and Implementing Communication Strategies: Demonstrated experience in crafting and executing communication strategies for educational projects.
Passport and/or nationality requirement	<ul style="list-style-type: none"> - Eligibility to Work in Colombia: Candidates must have the right to work in Colombia. - Visa Sponsorship: The British Council is unable to support or sponsor work visa applications or cover relocation costs for non-Colombian applicants.
Important features	<ul style="list-style-type: none"> - Successful applicants are not offered an immediate contract. The British Council Colombia is expanding its pool of consultants, and contracts are offered on a regular basis, based on organizational needs. - Availability to travel for candidates living outside Barranquilla.
Application Process	<p>Interested candidates should submit their resumes to the following email address, in accordance with the description and guidelines provided above: linguismobaq@britishcouncil.org</p> <p>Please follow the below steps:</p> <ul style="list-style-type: none"> - Your CV should highlight the relevant experience and qualification for the post. - Your CV should be named with your name and surname as follows: John Williams CV

	<ul style="list-style-type: none"> - In the mail subject, please specify the position you are applying for, in this case: “Communications Coordinator – Barranquilla project”. - Remember that your place of residence must be in Barranquilla. <p>If you have any questions about this application process, you can write an email to bilinguismobag@britishcouncil.org using “Communications Coordinator Barranquilla project Application” as the subject.</p> <p>The British Council reserves the right to reject all applications and accept the one it deems most advantageous.</p>		
Rates	Upon submission of deliverables – 11 payments for \$ 4.500.000 COP/ each		
Deadline for application	November 30, 2024		
Submitted by	Sandra Rangel, Head of Implementation	Date	14/11/2024