



STRATEGIC PARTNERSHIP II PROJECT

CONSULTANCY CONTRACT TERMS OF REFERENCE

Media Buying

1.0 Background

Africa Education Watch (Eduwatch), with the support of OXFAM is implementing the Strategic Partnership II Project, aimed at ensuring that the Ghana government improves investment in public basic education to promote access and equitable quality education for all learners.

As part of the Strategic Partnership II Project activities, Eduwatch has developed Education Financing Brief and produced an audio-visual documentary on the extent of deprivation in public basic schools in Ghana. The objectives of the Policy Brief are; 1) highlight trends in resource allocation to education, 2) highlight inequity in resource distribution among pre-tertiary sub-sectors of the education sector, and 3) recommend strategies to improve spending efficiency and equitable allocation in the education sector. The documentary aims to raise more national awareness and draw government's attention to the deprived state of some public basic schools and the need to commit more funding to infrastructure development.

Eduwatch, thus, wishes to engage the services of an advertising agency to provide media promotion of both the policy brief and the documentary.

2.0 Objective of the Assignment

The objective of the media promotion is to reach a wider audience of education stakeholders, especially policymakers, on the findings and recommendations in the policy brief, and the key issues of deprivation in public basic schools as documented in the documentary.

3.0 Scope of Work

The consultant is expected to;

1. Facilitate and place a full-page insertion for key findings and recommendations in the Education Financing Brief, in either the Daily Graphic, Ghanaian Times, or Business and Financial Times.
2. Facilitate the airing of a 6-minute video and 24-minute discussion on TV3.
3. Facilitate the promotion of 10 information fliers/video on Facebook reaching at least 1 million audience, or on a platform with 500,000 following, and on Twitter with more than 1 million following.

4.0 Assignment Time-frame

The assignment shall be for a maximum of 5 working days starting from Monday, 7th November, 2022.

6.0 Qualifications

1. An advanced university degree in communication or equivalent qualification.
2. Documented experience of undertaking media consultancy work, especially in the area of development communication.

7.0 Bidding Process

Eduwatch invites interested consultants to submit a letter indicating Expression of Interest, their CVs containing evidence of similar assignments undertaken and a budget for the assignment to info@africaeducationwatch.org no later Friday, 4th November, 2022. The subject of the email should read: ToR for Media Buying – SPII.

