

Terms of reference – Specialist Contractor

Purpose

The specialist contractor's terms of reference (ToR) is a document that sets out the specialist contractor's contribution to the task. The template is designed to set out the task's aims and the contractor's responsibilities for achieving them.

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Project reference	Specialist contractors for Cultural Engagement Programmes
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Consultancy role title: Specialist Consultant: Marketing & Communications

Location:

- Nigeria
- Uganda
- Ethiopia
- Malawi
- Kenya
- Zimbabwe
- Sudan
- Rwanda
- Ghana

Apply by: 20 November 2025

1. Background and context about the project

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. We build connections, understanding and trust between people in the UK and countries worldwide through arts and culture, education, and the English language.

As part of our work across the SSA region, we are seeking to strengthen our communications capacity in **Nigeria, Kenya, Ethiopia, Uganda, Zimbabwe, Rwanda, Ghana, Sudan and Malawi**. This need arises from increased activity across our Cultural Engagement (CE) programmes and the requirement to ensure high-quality, impactful, and consistent communication to support our funded programmes and income generation initiatives.

The task aims to support the effective delivery of our marketing, communications and media strategies by engaging experienced marketing and communications consultants who can help plan, develop, implement, and monitor communication activities at the country level.

2. About the role of the specialist consultant

The marketing and communications consultants will support the design and implementation of marketing, media and communications plans to ensure effective communication of British Council events and programmes in their respective countries and across the region.

Key responsibilities include:

- Developing and implementing marketing and communication strategies and plans for events, campaigns and programmes.
- Producing high-quality marketing and communications materials across print, digital, and social media.
- Monitoring, analysing, and reporting on campaign performance and engagement.
- Managing media relations and ensuring effective coverage of events.
- Building strong networks with media, creative, and digital partners.
- Providing on-the-ground marketing, communications and media support during events.
- Leading and coordinating marketing and communications taskforces where relevant.
- Ensuring all communications are aligned with the British Council's brand and messaging guidelines.

The consultancy is expected to adopt a hybrid work approach—remote and in-office with some local/regional travel for event support or stakeholder engagement where necessary.

3. Outcome and outputs

Expected deliverables include:

- 2 Communications plans for programmes, events and campaigns.
- 3 Developed and published communication materials (print, digital, social).
- 4 Monthly or campaign-based analytics and performance reports.
- 5 Media coverage reports and evidence of engagement.
- 6 Communications toolkits and templates for programme teams.
- 7 Delivery of communications training sessions where required.

1. Timeline

Milestone	Timeline
Call for applications issued	October 2025
Deadline for submission	20 November 2025
Shortlisting and interviews	November – December 2025
Contracting and onboarding	December - January 2025
Consultancy duration	24 months (with possible renewal)

2. Fee & expenses

Applicants are invited to **propose a daily or monthly rate** for their consultancy services.

Quotations must remain open for acceptance by the British Council for a minimum of ninety **(90) days** from the date of submission.

Travel or other reimbursable expenses, if required, will be agreed in advance in line with the British Council's policies.

3. Reporting and communication

The consultant will report to the Regional Senior Marketing portfolio leads with a dotted reporting line to the Programme Managers and work closely with the following stakeholders:

- Regional Head of CE Marketing, SSA
- Regional Head of Communications, SSA
- Senior Regional Communications Manager
- Programme Directors and Managers
- Project Managers
- Regional Head of Marketing Insights
- SSA Marketing Hub
- CE Marketing Officer

Regular progress meetings and submission of deliverables will be scheduled in line with the project's timeline and reporting requirements.

4. Qualifications and experience required

Essential:

- Proven experience in developing and implementing marketing and communications strategies for NGOs or similar organisations.
- Strong understanding of the social development, education, and arts landscape in SSA.
- Excellent written and spoken English and other African language/s.
- Experience managing media relations and established networks with tier-1 media outlets in the relevant country.

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- Demonstrated ability to design and deliver impact-led campaigns using KPIs and ROI analysis.
 - Proficiency in digital and social media management tools.

Desirable:

- Knowledge of the donor and development landscape in SSA.
- Experience in managing communication teams or task forces.
- Experience providing marketing/communication training or capacity-building support.

5. How to apply

Interested candidates should submit the following by 20 November 2025 to ssasocialmedia1@britishcouncil.org :

- An up-to-date CV.
- A portfolio or examples of previous communication work.
- An indication of the country or cluster you wish to apply for.
- A daily or monthly rate quotation (in local currency and GBP).

For any clarification questions regarding these Terms of Reference, please us contact through ssasocialmedia1@britishcouncil.org

6. Criteria for evaluation

Submissions will be evaluated based on the following criteria:

- Relevant professional qualifications and experience in marketing, communications and media.
- Track record in delivering marketing and communication strategies for comparable organisations.
- Quality and clarity of the proposed approach to fulfilling the consultancy requirements.
- Value for money and cost-effectiveness of the proposed rate.