

Terms of reference – Specialist Contractor

Purpose

The specialist contractor 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 aims of the task and what the contractor is responsible for in order to achieve those aims.

Consultancy role title: Marketing and Communications consultancy

Location:

- Jordan
- Egypt
- Qatar
- Iraq
- OPT
- Morocco
- Algeria
- Tunisia
- Libya
- UAE

Apply by: 25 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 MENA region, we are seeking to strengthen our communications capacity in **Jordan, Egypt, Qatar, Iraq, OPT, Morocco, Algeria, Tunisia and Libya**. This need arises from increased activity across our Cultural Engagement (CE) programmes and the requirement to ensure high-quality, impactful, and consistent communication.

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

2. About the role of the specialist contractor

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

Key responsibilities include:

- Developing and implementing communication strategies and plans for events, campaigns and programmes.
- Producing high-quality communication materials across print, digital, and social media.
- Monitoring, analysing, and reporting on communications 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 communications and media support during events.
- Leading and coordinating communication taskforces where relevant.
- Ensuring all communications are aligned with the British Council's brand and messaging guidelines.

The consultancy is expected to be largely remote, with some in-country 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	25 November 2025
Shortlisting and interviews	November – January 2025
Contracting and onboarding	February 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 **thirty (30) 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 programmes Manager and work closely with the following stakeholders:

- Regional Head of Marketing, MENA
- Senior Communications Manager, MENA
- Programme Directors and Managers
- Insight Manager
- MENA Digital Hub

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 communications strategies for NGOs or similar organisations.
- Strong understanding of the social development, education, and arts landscape in MENA.

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- Excellent written and spoken English and Arabic.
 - Experience managing media relations and established networks with tier-1 media outlets in the relevant country.
 - Demonstrated ability to design and deliver impact-led communications using KPIs and ROI analysis.
 - Proficiency in digital and social media management tools.

Desirable:

- Knowledge of the donor and development landscape in MENA.
- Experience in managing communication teams or taskforces.
- Experience providing communication training or capacity-building support.

5. How to apply

Interested candidates should submit the following by 25 November 2025 to ce-mena@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 or GBP).

For any clarification questions regarding this Terms of Reference, please contact ce-mena@britishcouncil.org no later than 20 November 2025.

6. Criteria for evaluation

Submissions will be evaluated based on the following criteria:

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