

## Terms of reference

# Consultant in support of the Skills and Lifelong Learning Knowledge Sharing Platform

### Background

Skills development is among the greatest challenges facing countries, enterprises and people all across the world today. It plays a vital role in promoting employment, economic growth, and inclusive societies and is instrumental in enabling people to benefit from new job opportunities. At the same time, lifelong learning and active labour market programmes play an important role in helping workers manage transitions between jobs and enterprises adjust to change.

Relevant skills training requires bridging the world of education and training to the world of work. Bringing together enterprises, labour, government and trainers at the local, industry and national levels ensures that training is relevant to the needs of businesses and labour markets and is accessible to young people and workers throughout their careers. This partnership can also ensure that skills is a driver of change – enabling innovation and technology adaptation, promoting investment, and creating more and better jobs.

The Skills and Lifelong Learning Knowledge-Sharing Platform (KSP) aims to help strengthen the links between education and training to productive and decent work by sharing approaches, knowledge and experiences that governments, employers, workers and international organizations have found effective in addressing these issues of common concern across the world. The new platform helps users with different knowledge needs (e.g. policy advisors, employers, training institutions, academics) find the information and analysis they want. For each “topic”, information is organized as a pyramid of knowledge products, starting from a base of statistics and comprehensive research reports to national skills policies and concise policy alternatives at the apex.

The KSP is linked to a monthly newsletter sent to subscribed contacts containing curated informational content from news articles to resources and events. The objective of the newsletter is to make SKILLS audience (ILO constituents, policy makers, TVET Practitioners, governments, students, etc...) aware of new initiatives, events, publications, and videos on skills development and lifelong learning. The platform is also linked to a Twitter account.

### Objective

The objective of the assignment is to manage the ILO Skills and Lifelong Learning Knowledge Sharing Platform and related platforms (including the Skills and Lifelong Learning Newsletter and the Skills and Lifelong Learning Twitter Account); and collect and analyze data on users’ and contributors’ activity and feedback.

### Reporting lines

Under the overall supervision of the Head of the Global Programme on Skills and Lifelong Learning, Mr Patrick Daru ([daru@ilo.org](mailto:daru@ilo.org)), the incumbent will receive guidance and inputs from the Technical Officer, Ms Milagros Lazo Castro ([lazocastro@ilo.org](mailto:lazocastro@ilo.org)).

### Tasks/deliverables

- a) **Supporting day-to-day management of the KSP, including:**
  - i. [ILO Skills](#) and [Knowledge Sharing Platform on Skills and Lifelong Learning](#) homepages updated in EN-FR-SP - at least once a month;

- ii. No less than 50 products per month sourced, curated and uploaded in three languages (EN, FR, SP) - from ILO colleagues and sites for ILO SKILLS site, and from ILO and other Skills related sites for the Knowledge Sharing Platform;
  - iii. 15 Country Pages created per month with colleagues in the Regional and Country Offices;
- b) Performing system checks (both on the public site and “back end/administrative” side), including:**
- i. Monthly platform testing conducted, bugs reported with maintenance team and follow-up institutionalised with an issues ledger that serves as a basis for weekly discussions;
  - ii. Monthly training sessions, coaching and regular support provided to field contributors and approvers if they face any issues;
- c) Preparing monthly Skills and Lifelong Learning newsletter, including:**
- i. Content from HQ and the field sourced and curated, within the agreed template, validation and approval secured, and newsletter sent to subscribers using Adestra;
  - ii. Monthly customer feedback report prepared, identifying areas for improvement and priority action points;
- d) Assisting in maintaining social media accounts established for the platform, including:**
- i. Daily social media messages developed for new skills development resources published on the KSP and ILO website;
  - ii. Other ILO Twitter accounts requested to retweet or share materials;
- e) Preparing bi-monthly monitoring reports (tracking activity on the KSP – users and contributors - Twitter and Newsletter), including:**
- i. Customer feedback loop is created (based on new KSP function) and bi-monthly meetings with KSP and Newsletter Advisory Committee hold.

### Required qualifications and experience:

- A minimum of 4 years of relevant experience at international level in communications, knowledge management and advocacy;
- Master's degree in communications, media, international development or related field;
- Excellent analytical, writing, communication, presentation and editorial skills;
- Strong computer, graphic design, organizational, analytical and assessment skills;
- Excellent coordination and stakeholder engagement skills;
- Interest in and understanding of issues related to skills development and lifelong learning;
- Experience in managing web platform traditional and social media communications channels;
- Fluency in English is required (written and verbal);
- Working knowledge of other ILO working languages (French and Spanish) is an advantage.

### Expressions of Interest

Interested consultants should submit a simple expression of interest letter (with CV attached) indicating their willingness to undertake the task according to these terms of reference, the fee proposal for the work, and recent examples of their work. Expressions of interest should be sent **by 7<sup>th</sup> December 2021** to Ms Milagros Lazo Castro ([lazocastro@ilo.org](mailto:lazocastro@ilo.org)). The selection will be done on the basis of best value for money.

### Contract dates and payment schedule:

The contract will start on 15<sup>th</sup> December and finalize on 31 December 2022.

Payments	Deliverables	Timeline
1 <sup>st</sup> Payment (15%)	<ul style="list-style-type: none"> <li>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in December and January;</li> <li>a.ii. No less than 100 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</li> <li>a.iii. 30 Country Pages created;</li> <li>b.i. Issues ledger updated in December and January, including bugs found when testing the KSP platform;</li> <li>b.ii. Two training sessions conducted and regular support provided to field contributors and approvers in December and January;</li> <li>c.i. Two newsletters prepared and sent to subscribers;</li> <li>c.ii. Two customer feedback reports prepared;</li> <li>d.i. At least 45 social media messages developed;</li> <li>d.ii At least 10 other ILO Twitter accounts requested to retweet or share materials;</li> <li>e.i. Customer feedback loop created and one meeting with KSP and Newsletter Advisory Committee hold</li> </ul>	By 1 <sup>st</sup> February 2022
2 <sup>nd</sup> Payment (15%)	<ul style="list-style-type: none"> <li>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in February and March;</li> <li>a.ii. No less than 100 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</li> <li>a.iii. 30 Country Pages created;</li> <li>b.i. Issues ledger updated in February and March, including bugs found when testing the KSP platform;</li> <li>b.ii. Two training sessions conducted and regular support provided to field contributors and approvers in February and April;</li> <li>c.i. Two newsletters prepared and sent to subscribers;</li> <li>c.ii. Two customer feedback reports prepared;</li> <li>d.i. At least 45 social media messages developed;</li> <li>d.ii At least 10 other ILO Twitter accounts requested to retweet or share materials;</li> <li>e.i. One meeting with KSP and Newsletter Advisory Committee hold</li> </ul>	By 1 <sup>st</sup> April 2022
3 <sup>rd</sup> Payment (15%)	<ul style="list-style-type: none"> <li>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in April and May;</li> <li>a.ii. No less than 100 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</li> </ul>	By 1 <sup>st</sup> June 2022

	<ul style="list-style-type: none"> <li>a.iii. 30 Country Pages created;</li> <li>b.i. Issues ledger updated in April and May, including bugs found when testing the KSP platform;</li> <li>b.ii. Two training sessions conducted and regular support provided to field contributors and approvers in April and May;</li> <li>c.i. Two newsletters prepared and sent to subscribers;</li> <li>c.ii. Two customer feedback reports prepared;</li> <li>d.i. At least 45 social media messages developed;</li> <li>d.ii At least 10 other ILO Twitter accounts requested to retweet or share materials;</li> <li>e.i. One meeting with KSP and Newsletter Advisory Committee hold</li> </ul>	
4 <sup>th</sup> Payment (15%)	<ul style="list-style-type: none"> <li>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in June and July;</li> <li>a.ii. No less than 100 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</li> <li>a.iii. 30 Country Pages created;</li> <li>b.i. Issues ledger updated in June and July, including bugs found when testing the KSP platform;</li> <li>b.ii. Two training sessions conducted and regular support provided to field contributors and approvers in June and July;</li> <li>c.i. Two newsletters prepared and sent to subscribers;</li> <li>c.ii. Two customer feedback reports prepared;</li> <li>d.i. At least 45 social media messages developed;</li> <li>d.ii At least 10 other ILO Twitter accounts requested to retweet or share materials;</li> <li>e.i. One meeting with KSP and Newsletter Advisory Committee hold</li> </ul>	By 1 <sup>st</sup> August 2022
5 <sup>th</sup> Payment (15%)	<ul style="list-style-type: none"> <li>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in August and September;</li> <li>a.ii. No less than 100 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</li> <li>a.iii. 30 Country Pages created;</li> <li>b.i. Issues ledger updated in August and September, including bugs found when testing the KSP platform;</li> <li>b.ii. Two training sessions conducted and regular support provided to field contributors and approvers in August and September;</li> <li>c.i. Two newsletters prepared and sent to subscribers;</li> <li>c.ii. Two customer feedback reports prepared;</li> <li>d.i. At least 45 social media messages developed;</li> </ul>	By 1 <sup>st</sup> October 2022

	<p>d.ii At least 10 other ILO Twitter accounts requested to retweet or share materials;</p> <p>e.i. One meeting with KSP and Newsletter Advisory Committee hold</p>	
6 <sup>th</sup> Payment (25%)	<p>a.i. ILO Skills and KSP homepages updated in EN-FR-SP, in October, November and December;</p> <p>a.ii. No less than 150 products sourced, curated and uploaded in three languages (EN, FR, SP) on ILO SKILLS site and KSP;</p> <p>a.iii. 45 Country Pages created;</p> <p>b.i. Issues ledger updated in October, November and December, including bugs found when testing the KSP platform;</p> <p>b.ii. Three training sessions conducted and regular support provided to field contributors and approvers in October, November and December;</p> <p>c.i. Three newsletters prepared and sent to subscribers;</p> <p>c.ii. Three customer feedback reports prepared;</p> <p>d.i. At least 60 social media messages developed;</p> <p>d.ii At least 15 other ILO Twitter accounts requested to retweet or share materials;</p> <p>e.i. Two meetings with KSP and Newsletter Advisory Committee hold</p>	By 31 <sup>st</sup> December 2022