



TERMS OF REFERENCE TO ENGAGE A CONSULTANT TO UPLOAD APPROVED LEARNING MATERIALS ON THE ZANEC INTERACTIVE INFORMATION DIGITAL LIBRARY

1.0 INTRODUCTION

The Zambia National Education Coalition (ZANEC) is a network of Civil Society Organisations registered under the Registrar of Societies Act on 3rd July, 2002 on certificate number ORS/102/35/2581. The Coalition currently has eighty-nine (89) Member Organisations comprising of Community Based Organisations, Faith Based Organisations, Non-Governmental Organisations, Teacher Trade Unions and Student Unions. ZANEC works across the five education subsectors namely Early Childhood Care, Development and Education (ECCDE); Basic Education (Primary and Secondary School); Skills and Tertiary Education; Youth, Adult Literacy and Education (YALE); as well as Gender and Equity.

ZANEC's core mandate is to conduct evidence-based advocacy for quality education for all Zambians. The organization is specifically involved in conducting research as well as in policy analysis, monitoring and influencing. ZANEC is also known for mobilising education focused Civil Society Organisations and communities to promote access to quality education for all through its Member Organisations located in various parts of the country. One major strategy ZANEC uses to effectively mobilise stakeholders is through information dissemination for awareness raising. Thus, ZANEC aims to have more accessible information outlets in order to reach more stakeholders.

2.0 PURPOSE OF THE CONSULTANCY

The purpose of this consultancy is to promote a wider outreach and interaction among learners as well as key stakeholders on matters pertaining to education in Zambia. Among others, this will entail transferring of resource room materials to the digital platform and uploading relevant online materials on the digital platform. This will help ensure that the materials are being accessed by the public especially the learners as well as ZANEC stakeholders. Further, the intervention will also involve developing creative and engaging social media strategies and also providing links to the ZANEC online media platforms to make them more visible to users as well as potential funders.

2.1 Objectives

To promote digital learning and catch-up through a functional and highly interactive digital platform

Specific Objectives

- To update the existing ZANEC digital hub with digital learning materials that will support the alternative modes of education so as to increase access to learning.
- To create an interactive hub which will promote remote learning and catch up among learners.
- To up-date the digital hub with all existing research materials which promote knowledge and increase demand for quality education.

3.0 SCOPE OF WORK

ZANEC, with support from the GIZ Back-up Initiative, wishes to hire a consultant for twenty - five (25) working days to run the social media platforms and upload approved learning materials on the interactive information digital library. Specifically, the consultant will be required to do the following:

- I. To collect education materials developed by the Curriculum Development Centre (CDC) or other partners approved by CDC and other Official study materials and upload them on ZANEC digital hub.
- II. Upload all materials in the ZANEC resource room and other relevant materials to the digital hub.
- III. To develop visible, creative and engaging social media strategies for ZANEC.
- IV. To link all ZANEC social media platforms to each other.
- V. To make the digital hub more user-friendly and actively interactive with users.
- VI. To determine the posting schedules for the information hub as well as the social media platforms for the purpose of timely engagements and having more browsers visiting ZANEC on line platforms.
- VII. To capacity build the ZANEC staff responsible for the information hub and social media platforms on how to manage, upload and interact with the users of the digital platforms.
- VIII. Develop an operating manual for the digital hub and all media outlets for institutional memory.

4.0 KEY DELIVERABLES

1. Inception report outlining the methodology, key deliverables, all activities and timeframes.
2. A creative social media strategy for ZANEC.
3. A list of all materials uploaded on the digital library with brief bibliography.
4. ZANEC staff trained on being able to manage the digital library and interact with the on-line users of the information hub.
5. Proven public usage and access to materials as well as interaction with ZANEC on the information hub (with statistics through google analytics).
6. Creation of engaging multimedia content on ZANEC Social Media Platforms.
7. Clear operational manual on how to manage, market and interact with users of the information hub as well as all ZANEC Social Media Platforms.

5.0 REQUIRED COMPETENCIES

- A degree or equivalent in ICT, advertising, business management, marketing (particularly digital marketing), public relations, media and communications or related field.

- At least 5 years experience in developing interactive web applications, system design, implementation, and testing for Nonprofit Organisations.
- Skills in Search Engine Optimization (SEO), social media and visual intelligence are a must.
- Proven experience in online media management for Civil Society Organisations (CSOs) and academic digital libraries will be an added advantage.
- Ability to devote full time towards meeting the assignment deadlines.

All expressions of interest with a clear presentation on the understanding of the task, methodology, competencies and proposed cost must be submitted through email or hand delivered to the address below by **Monday, 18th July, 2022.**

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