

Terms Of Reference - HVT Communications Consultant

Project Number	11271		
Project Name	Project Management Unit (PMU) for High Volume Transport (HVT)		
Project Start Date	June 2024	Project End Date	31 January 2025
Country of delivery	Worldwide, with focus on LICs and MICs in Africa and South Asia		
Client	FCDO		
Beneficiary	FCDO UK, Governments and people in FCDO priority countries in Africa and South Asia		

Introduction

The High-Volume Transport Applied Research Programme (HVT) is a seven-year, £18 million investment by the UK Foreign, Commonwealth & Development Office (FCDO) to undertake research into the complex and interrelated issues of sustainable transport development across Africa and South Asia.

Transport is key to economic development in low- and middle-income countries. It allows markets to move. It ensures economies move on and it helps people move up. But developing infrastructure that meets the needs of LMICs is complex, costly and comes with many pressures including climate change and competitive demands for limited resources.

Despite the pressure to make good decisions, there is a lack of applicable evidence to inform important investments and planning. The evidence base is often out of date and inadequate.

HVT is providing a new body of research to help inform the decisions of policy-makers and planners and make road and rail transport greener, safer and more accessible, affordable and inclusive and to ultimately make good investment decisions that will help drive economic development and poverty reduction.

Specific Activities

We are seeking a dynamic Communications Consultant to support the Research Uptake Specialist and Communications Specialist with implementation of Programme activities in this area. The Communications Consultant will carry out the activities below in collaboration with other members of the Programme team (including Research Managers).

Key Tasks Assigned

<p>Main Responsibilities</p>	<ul style="list-style-type: none"> • Copy writing and content development: <ul style="list-style-type: none"> ○ Gathering content and drafting materials that synthesize the research outputs from the programme, e.g. leaflet on HVT research and climate change; compendium of research. ○ Gathering content and drafting marketing materials to support dissemination, e.g. flyers, postcards, briefing notes, speeches. ○ Produces blogs and new stories for newsletters and website.
	<ul style="list-style-type: none"> • Website content (in addition to blogs and news): <ul style="list-style-type: none"> ○ Project pages; ○ Tagging and curating the website; ○ Creating event pages and podcast pages; ○ Post content and create pages/campaigns; ○ Identify maintenance issues or areas for website improvement. • Event support, in collaboration with the comms team: <ul style="list-style-type: none"> • Support logistics arrangements, e.g. liaising with venue on room set-up; ensuring speakers have arrangements; • Briefing speakers and preparing briefing notes; • Researching content, gathering bios, providing info to organisers; • Support promotion and registration of attendees; • Support on the day logistics; • Monitor and evaluate the event.
<p>Secondary activities (working in collaboration with other team members)</p>	<ul style="list-style-type: none"> • Monitoring and evaluation: <ul style="list-style-type: none"> • Evaluate communication impact, support the preparation of quarterly progress reports. • E-marketing: <ul style="list-style-type: none"> • Support management of HVT database and content to subscribers. • Research potential channels to reach target audiences effectively, and maintain stakeholder contact database. • Proof reading and editing. • Undertake other duties when required.

Time input required	Part time input – 2 days per week (June to end of Jan 2025) Where part of a day is worked, pro rata calculation is based on 8 hours.
Base	Home base

Lines of Communication:

Reporting to	Helen Platt - Communications Lead
Team	<ul style="list-style-type: none"> • Team Leader • Programme Manager • Research Uptake Specialist • Communications Specialist (x2) • Consultant - Programme support • Research Managers
Client	FCDO
Technical support	Pool of technical experts including sector and academic specialists.
Team meeting frequency	The Team Leader and Programme Manager will co-ordinate technical and operational delivery of the contract. There will be a weekly comms team meeting for 1 hour, and a fortnightly team meeting.
Local travel	From time to time it may be necessary to attend meetings or conferences outside of the home base. Should this be required, objectives for the visit as well as logistics for the visit will be agreed in advance.

Experience required:

- Degree in communications, journalism, public relations or related field;
- Minimum 2 years' experience in communications or related field preferably in the development sector;
- Excellent communication skills and fluency in English;
- Excellent writing, editing and copywriting skills;
- Proven experience in content and marketing material production;
- Ability to work on their own initiative as well as part of a global team;
- Demonstrable commitment to collaborative team work, inclusive working, ensuring equality and valuing diversity.

Send CV to hvtinfo@dt-global.com by 17th of May EOD.