



## Annex 2

### TERMS OF REFERENCE SHARE COMMUNICATIONS AND ENGAGEMENT ADVISER

**Role Type:** Consultancy  
**Location:** Jakarta, Indonesia  
**Duration:** 12 months; part-time  
**Reports to:** SHARE Team Leader

#### A. Role purpose

The Communications and Engagement Adviser will provide expert technical advice, and management of SHARE communication outputs, closely working with the Monitoring, Evaluation, and Learning team and across all Result areas. The Communications and Engagement Adviser will serve as a member of the SHARE Programme Team, contributing to the overall implementation of the programme, while closely integrating and coordinating communications and public engagement across the programme.

Successful performance in this role will require advanced communications, campaigns and management skills, combined with a diverse skillset that can also contribute to policy engagement, as well as inclusion monitoring, evaluation and learning efforts.

#### B. Background: Programme Objectives and Scope

The European Union Support to Higher Education in the ASEAN Region (SHARE) is a flagship EU funded Higher Education programme with ASEAN. The British Council implemented the first phase of SHARE in ASEAN between August 2015 and December 2019. The European Union Delegation in Indonesia has entrusted the implementation of a follow-on programme to the British Council. Initiated on 27 February 2021, this second phase of SHARE has an implementation period of 22 months. The overall objectives are to: strengthen regional co-operation, enhance the quality, regional competitiveness and internationalisation of ASEAN Higher Education institutions and students, contributing to an ASEAN Community in 2015 and beyond; to enhance the harmonisation of ASEAN Higher Education (HE) area through the formulation of ASEAN Higher Education frameworks, taking into account the EU experience and promotion of equal access for girls and women to quality Higher Education free from discrimination and to support mutual recognition, student mobility and equal opportunities for all, including female students, and people with disabilities, among HEIs in ASEAN, and to strengthen people to people connectivity.

Our approach to communications on the programme is driven by the following:

- Focus on strategic and compelling storytelling: Move from informing to inspiring. The focus will be on connecting SHARE work on a human level to raise awareness, engage audiences intellectually and build influencers.
- Communicate impact, experience and expertise: The combination of the partner organisations' reputation in higher education area with impact-led messaging creates a powerful formula for engagement which we will use in our communications approaches.

All of the communications and visibility approaches we deploy for the programme will have the following objectives:

- Communicate project effectiveness and learning to a wide range of stakeholders including national and regional education bodies, policymakers, and the wider higher education sectors in ASEAN and the EU
- Explain and project the aims and successes of the SHARE programme in order to increase knowledge of the programme's achievements and potential, and create further appetite for future ASEAN and regional ownership



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- Promote EU visibility and highlight EU support in ASEAN and emphasise the commitment of the EU both to the development of higher education in the region and to the benefits of continuing partnership between the EU and ASEAN
- Raise awareness of the benefits of participation in and support to the SHARE programme to the development of higher education at national and institutional level
- Communicate and explain the benefits of participation in the programme and the value of scholarships to individual students
- Ensure that SHARE's progress, impact and lessons are communicated effectively to promote the sharing of information, results and knowledge amongst all stakeholders
- To highlight project funding from EU and support wider EU initiatives

### **C. Services: Accountabilities, Responsibilities and Main Duties**

#### **Leadership, Programme Delivery, and Overall Accountability**

The Communications and Engagement Adviser is accountable for:

- Management and full accountability for the campaign, media-related, and communications components of SHARE programming, including senior-level, strategic support and guidance to MEL and policy engagement components, ensuring integration, coherence, and coordination of communication and engagement across all result areas.
- Adherence to British Council Code of Conduct and all client, corporate and programme policies.
- Mentor and coach the SHARE Communication Officers across the consortium.
- Quality assurance and performance management of service delivery providers contracted to deliver relevant technical services and products.
- Provide necessary support to the Team Leader in assessing opportunities and risks for the programme implementation, making relevant adaptations, and for accurate and timely reporting of all programme areas under management.
- Ensure the sustainability of the communication assets beyond the life of the programme in close coordination with SHARE's ASEAN stakeholders.

#### **Communications and Public Engagement**

- Lead and oversee SHARE programme communications and visibility work, ensuring stakeholder and audience awareness of, brand identification with, and support for SHARE programme delivery.
- Provide oversight of the delivery of the SHARE comprehensive strategic communications and public engagement strategy, including direction of SHARE -led public campaigns, including both mass media and social media elements, and ensuring clear linkages to and integration with regional and national-level engagement.
- Provide quality assurance and adherence to EU communications and visibility guidelines for all SHARE externally facing outputs, content, and collateral across all media and platforms.
- Provide direction to the development of strategic messaging in key focus areas.
- Build and ensure stakeholder, target group and audience engagement through effective networking and relationship building across SHARE programme delivery.
- Produce written content on the programme's impact and outcomes (articles for the website, social media posts etc.) on a regular basis

#### **Policy Engagement**

- Ensure evidence and learning from programme delivery support engagement, stakeholder influencing, and related communication efforts.
- Ensure policy engagement is built on strong stakeholder and target group relationships across SHARE programme delivery.

For the avoidance of doubt, the British Council shall be responsible for and provide the necessary organisational, institutional, logistical, technical and administrative support to the Communications and Engagement Adviser to ensure the successful delivery of the duties of SHARE mentioned above.

### **D. Reporting Arrangements**

The Communications and Engagement Adviser will be directly accountable to the British Council’s Team Leader of the SHARE Programme, in terms of Programme delivery, performance and reporting.

The Communications and Engagement Adviser will support and provide relevant inputs to the comprehensive implementation progress reports (technical and financial), to the high-level progress reports (technical and financial) and to the consolidated implementation progress and final reports (technical and financial).

## E. Key Relationships

### Internal

- The SHARE Team Leader, Senior Programme Manager, as well as consortium partners project staff and consultants employed in key technical areas.
- The British Council Country Director and key country office staff, including British Council Head of Communications.
- The British Council East Asia Regional teams.

### External

- The European Union Delegation to Jakarta and key technical staff.
- Media and communications agencies in ASEAN region.
- Key SHARE target audience and Stakeholder including Higher Education leaders, policy makers and decision makers in ASEAN region; Regional organisations engaged with developing and supporting higher education in the ASEAN region; Technical experts in Higher Education in ASEAN region and globally who can enrich and improve the approaches taken by the SHARE programme; University management, academic staff and students in the ASEAN region, particularly in the 32 SHARE University partners but also HEIs currently not participating in the programme; Government (e.g. Ministries across ASEAN Member States that are responsible for higher education, Directors-General of Immigration Departments and Heads of Consular Affairs Divisions of the Ministries of Foreign Affairs, ASEAN Community Statistical, System Committee) as well as the Wider public.

## F. Role Requirements

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in Jakarta, Indonesia	Shortlisting
<b>Direct contact or managing staff working with children?</b>	No	N/A
<b>Person Specification</b>		
<b>Qualifications</b>		<b>Assessment stage</b>
<i>Minimum / essential</i>	<i>Desirable</i>	<b>Assessment stage</b>
Undergraduate and post-graduate qualifications in the areas of communications, international development, law, human rights, conflict and peace studies, social sciences, or other relevant area. In lieu of a post-graduate qualification, additional work experience may be considered.		Shortlisting
<b>Role Specific Knowledge &amp; Experience</b>		<b>Assessment stage</b>
<i>Minimum / essential</i>	<i>Desirable</i>	<b>Assessment stage</b>
<ul style="list-style-type: none"> <li>▪ Proven high-level communications and campaign design and delivery skills, with a minimum of at least 5 years’ experience designing and delivering complex, high-value communications strategies.</li> <li>▪ Excellent grasp of the evolving media environment, particularly in South East Asia, including the political, cultural and economic dynamics of development communications.</li> <li>▪ Experience working in an ASEAN country.</li> <li>▪ Demonstrated leadership and management skills in a complex multi-cultural international</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working in Indonesia and in the ASEAN region and proven understanding of the Higher Education policy environment.</li> <li>▪ Significant work experience and policy knowledge in the field of education, and internationalisation of Higher Education.</li> </ul>	Shortlisting and Interview

<p>setting, including line management, coaching and mentoring of staff.</p> <ul style="list-style-type: none"> <li>▪ Proven experience in successfully establishing and managing collaborative relationships and partnerships with Education Institutions, government and international development partners.</li> <li>▪ Exposure to and awareness of monitoring, evaluation, and learning methodologies, systems and strategies.</li> <li>▪ Strong stakeholder engagement, networking, influencing and representation skills.</li> <li>▪ Very strong analytical and conceptual thinking, excellent English writing skills with the ability to communicate complex information in a clear and concise fashion.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Equality, Diversity, and Inclusion related expertise, including the design and delivery of gender sensitivity and mainstreaming strategies.</li> <li>▪ Significant experience in managing communication procurement and budgets.</li> <li>▪ Proven track record of international research, publications and presentations in a relevant field.</li> <li>▪ Experience using evidence and learning from programme delivery and knowledge management to support policy engagement.</li> </ul>	
<p><b>Applicant instructions:</b></p>	<p>Please submit a copy of your CV together with a supporting statement and samples of your work by 17 December 2021 noon GMT to <a href="mailto:sharepmo@britishcouncil.org">sharepmo@britishcouncil.org</a>. Note that the Supporting statement should not exceed 500 words.</p>	