**Consultancy:** *Editorial and Content Consultant– Strengthening Resilience MENA II*

**Location:** *Lebanon*

**Start date:**  *20 July 2020*

**End date:** *20 December 2020*

**Deadline for applications:**  *5 July 2020*

**About us**

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. Using the UK’s cultural resources, we make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with more than 100 countries across the world in the fields of arts and culture, English language, education and civil society. Last year, we reached more than 75 million people directly and 758 million people overall, including online, through broadcasts and publications.

**About the Strengthening Resilience programme**

The Strengthening Resilience - MENA II (SR2) programme is funded by the European Union and delivered by a consortium led by the British Council. It began with a pilot in 2015 and its current phase will continue until January 2021. It is under implementation in Lebanon, Morocco, Tunisia and Jordan.

Resilience is the ability of individuals and communities to recover, keep going and grow through adversity. Resilient individuals are the “self-starters” who both take advantage of and create opportunities for themselves and others. Resilient communities use their social and political ties to negotiate solutions to the problems they face. The Strengthening Resilience (SR) programme aims to build young people’s resilience – their ability to “survive and thrive” whatever pressures and hazards they confront.

In Lebanon the programme includes two components:

**Component 1:** Supporting the Preventing Violent Extremism unit through advising, building the capacity and supporting the delivery of the National Consultation phase that aims at developing the Action Plan of the National Strategy for Preventing Violent Extremism (PVE) that was ratified in March 2018 and at contributing to the formation of a National PVE Network and PVE Exchange Platform as well as conducting national youth consultation using as structured consultative and participatory process with Lebanese youth at the age group of (16-23). Through this process, targeted youth will be introduced to the key concepts of diversity, active citizenship and good governance via different strategic communications methods.

**Component 2:** involves building individual resilience and sense of citizenship of youth, engaging them in community development and enhancing their role in political participation for the objective of strengthening the resilience of individuals and communities against extremist narratives and reduce the appeal of violent extremist groups through working with Universities and Civil society organisations

**Purpose of the consultancy**

The Editorial & Content Expert will play a vital role in raising awareness of the Preventing Violent Extremism and the Exchange platform. They will work with the Communications Team, National PVE Unit, Initial Exchange Platform partners, and the media to identify, develop and disseminate stories that support the overall communications objectives across all owned and earned media channels. Working as part of a Communications Team, the supplier will need to find creative ways to generate interest in, and conversations around the content on the Exchange Platform.

It will be the job of the Editorial & Content Expert to maintain a regular drumbeat of stories and content around the topics raised on the Exchange Platform, to generate public and stakeholder interest and help deliver the overall communications objectives:

For full details of Services and Deliverables see the attached Terms of Reference

**Person Specification**

See the attached **Terms of Reference** for details of the required skills, knowledge and experience.

**Requirements**

The consultant(s) shall take out and maintain during the term with a reputable insurance company the following cover types with the following indemnity limits:

|  |  |
| --- | --- |
| **Insurance Cover** | **Indemnity Limit** |
| Public liability | **£200,000** per occurrence and in the aggregate (annual total of all losses) |
| Professional indemnity | **£100,000** per occurrence and in the aggregate (annual total of all losses) |
| Hostile environment | As appropriate for the activities associated with the contract |
| Medical and travel | As appropriate for the activities associated with the contract |

**How to apply**

1. Please submit your proposal according to the following structure:
   1. Section 1: Cover page (supporting statement (max 750 words) demonstrating how you meet the requirements for this role and evidence of similar type of work done)
   2. Section 2: Your understanding of the assignment and your brief presentation of your approach to delivery.
   3. Section 3: Costs (all-inclusive daily rate, exclusive of tax)

This invitation for expression of interest is not an offer or guarantee of award of business. All costs incurred in the preparation of the bid are the bidder’s responsibility.

All materials must be submitted in English and CV can be annexed.

Your proposal should be submitted by 5 July 2020 by email to the following:

1. Submit your proposal electronically to Petra Kiwan at the following e-mail address: [petra.kiwan@lb.britishcouncil.org](mailto:petra.kiwan@lb.britishcouncil.org) copying Mouhamad Hajj Ali [Mouhamad.HajjAli@lb.britishcouncil.org](mailto:Mouhamad.HajjAli@lb.britishcouncil.org).
2. Any questions relating to the submission of proposals should be made by e-mail (only) to Petra Kiwan at the following e-mail address: [petra.kiwan@lb.britishcouncil.org](mailto:petra.kiwan@lb.britishcouncil.org) copying Mouhamad Hajj Ali [Mouhamad.HajjAli@lb.britishcouncil.org](mailto:Mouhamad.HajjAli@lb.britishcouncil.org). Responses to any queries received will be copied to all bidders equally.

**Evaluation Criteria**

Your application will be evaluated as set out below:

**Stage 1 (Long-listing)**: Applications will be checked to ensure that all mandatory requirements are met and that all essential criteria in the Specification have been addressed. Applications completed correctly, with all the required information will proceed to Stage 2.

It is important to note that when companies/organisations are applying for this role, both the organisation and key personnel’s experiences and track records will be evaluated.

**Stage 2 (Short-listing)**: Applications will be shortlisted with reference to each of the essential criteria in the Person Specification with the following scoring model:

10 - Excellent

7 - Good

5 - Adequate

3 - Poor

0 - Unacceptable

The following weightings will apply:

|  |  |  |
| --- | --- | --- |
| 1 | Education, skills and qualification | 30% |
| 2 | Experience in the field | 25% |
| 3 | Methodology and approach | 25% |
| 4 | Pricing | 20% |

Your Daily Rate will be evaluated for the purposes of the commercial evaluation. A maximum score of 10 will be awarded in Stage 2 to the applicant offering the lowest Daily Rate. Other responses will be scored by application of the following formula: (Lowest Daily Rate/Daily Rate being evaluated) x 10 (rounded to two decimal places) = Commercial Evaluation.

**Stage 3 (Interview)**: At the end of Stage 2, the two highest ranking bidders with a score of at least 5 points for each mandatory response will be invited to attend an interview. The interview may focus on any area of the Person Specification for this consultancy.