

Terms of Reference (TOR)
for
“Communications and Knowledge Management Specialist-Consultant”
(ENSSURE/CS/ICS/02-082/083)

Prepared by:
ENHANCED SKILLS FOR SUSTAINABLE AND REWARDING
EMPLOYMENT (ENSSURE) PROJECT
Sano Thimi, Bhaktapur

August 2025



1. Introduction

Enhanced Skills for Sustainable and Rewarding Employment (ENSSURE, a bilateral initiative of the Governments of Nepal and Switzerland) supports Nepalese youths, women, and men, gain social and economic benefits from a federalized TVET system. The project has been supporting 3 spheres of government to deliver TVET functions as per their constitutional mandate. The project is being implemented by the Council for Technical Education and Vocational Training (CTEVT) at the federal sphere, by the Ministry of Social Development at the provincial sphere, and by municipalities within these provinces at the local sphere, with technical support from Helvetas Nepal. Building on the experience of phase 1, the project has been supporting the governments to scale up and institutionalize work-based learning, which includes Dual VET- Apprenticeship, Training with OJT, and Workers' Further Training. Besides, the project has been providing career guidance to youths, and students in grades 9 and 10. The main objective of the project is to ensure that the youth, women, and men of Nepal receive social and economic benefits through the technical education and vocational training system in accordance with the federal structure.

Dual VET apprenticeship is a work-based learning system in which apprentices acquire knowledge in institutes (in a stimulating environment) and gain hands-on skills in industries (in the world of work) under the supervision of an experienced craft person (in-company trainer). CTEVT introduced and successfully piloted the program during ENSSURE's first phase. Provincial governments have planned to scale up the apprenticeship program with the help of ENSSURE phase II.

As the project approaches its final year, there is a need to capture and showcase the outcomes, lessons learned, success stories, and good practices generated through its implementation phase. This is particularly important for promoting sustainability, influencing relevant policies, and informing future programming. A dedicated Communications and Knowledge Management consultant will ensure that these insights are systematically documented and effectively communicated to various stakeholders through well-planned products and channels. With the assignment, the project hopes to receive a dedicated and focused communications and knowledge management support and there is a low risk that project's knowledge and impact may remain undocumented and unshared.

Against this backdrop, the project is procuring consulting services for "*Communications and Knowledge Management Specialist-Consultant*".

2. Objectives of the Assignment

As the project enters its final implementation year, it is crucial to systematically capture the rich learning, results and experiences generated over the project period. The objective of hiring a Communications and Knowledge Management Specialist- Consultant is to provide dedicated expertise and support in documenting these and effectively disseminating them to a wide range of stakeholders, including donors, government counterparts, relevant stakeholders. The consultant will also ensure that project achievements are communicated in a clear, engaging, and accessible manner through appropriate channels and formats. This will help strengthen the project's reach, enhance visibility, and contribute to future programming and policy influence.

3. Scope of work

The Communications Consultant will provide part-time support (up to 120 days over one year period) to ensure effective documentation, packaging, and dissemination of the project's key results and learnings. In addition, the consultant will build the communication capacity of project staff to ensure sustainability of communication efforts beyond the life of the project. The details of work have been further elaborated in detail in the key deliverables section. Here is the brief scope of work.



- i. Develop Communication products and materials like videos, photos, stories, one-pager documents, newsletters or as per the need of the Project
- ii. Enhance Project's visibility and stakeholder engagements through appropriate channels (social media, website, newsletters, events, publications).
- iii. Coordinate with media for different national-level media visits and coverage
- iv. Capacity building of Project staffs on different communication skills like photography, storytelling, branding and advocacy through communications.
- v. Branding and proofreading of large communication materials that are planned by the project
- vi. Devise and implement the awareness and communication strategy for TVET image building
- vii. Provide communications support to the project team as and when required

4. Deliverables

The consultant will deliver the following key deliverables:

Key Deliverables	Description	Timeline/Deliverables
Develop Communications Materials	Produce and disseminate communication products and materials like success stories, factsheets, one pager documents, calendars, photos, jingles, and any other communication products that may be relevant to the project	Throughout the project duration of contract <i>*1 calendar</i> <i>*At least produce 2 success stories in each province</i>
	Produce audio-visual training materials/contents as relevant to the project	<i>*4 audio-visual training contents</i> <i>*Produce a factsheet on a quarterly basis</i>
	Produce high-quality videos capturing the achievements and innovations of each project component Produce high quality photos	May 2026 <i>*4 component wise videos and 1 collaborative video</i> <i>*Component-wise photos (4 components)</i>
Branding and Visibility	Enhance project's visibility through different platforms and other outreach activities. The consultant is expected to participate in some of the major activities of the project to capture photos, videos and event coverage for enhanced visibility.	Throughout the project duration of contract <i>*Cover 1-2 major events monthly</i> <i>*Collaborate to produce one podcast</i>
	Develop and plan outreach activities like podcasts, press release, advocacy support	<i>*Develop 1-2 contents for social media/monthly</i>
	Support to update/upgrade the project's website	October 2025

Stakeholder Engagement	Coordinate with media for broader national level media coverage, promotion and marketing of the project	Throughout the project duration
	Produce materials and products to suit the needs and context of different stakeholders	<i>*Conduct one monitoring field visit with journalists in collaboration with other TVET projects</i> <i>*Revise and re-design all available IEC component materials</i>
Capacity Building	Enhance capacity of project staffs on writing success stories, branding, photography and advocacy through communication	November 2025 <i>*Conduct one capacity building event on each province on comms and branding</i>
TVET Image building	Communication and awareness strategy for TVET Image building and implementation of the strategy	Throughout the project period <i>*Produce at-least 1 digital content monthly for social media</i> <i>*Lead comms support in all upcoming skill competitions</i> <i>*Collaborate on a monthly basis with other TVET partners to contribute on ongoing umbrella campaign</i>
AoB	Provide any Communications and Knowledge Management related support as and when required by the project.	Throughout the project duration of contract period.

5. Duration of the assignment

The consultant must work a minimum of 3 days a week from the PSU Office located in Bhaktapur and remaining days will work from elsewhere after mutual agreement between consultant and project. The service from the consultant is estimated from Mid-September 2025 to 15 July 2026 with total maximum professional input 120 days. The position requires field visit to collect stories, videos and photos as well as to conduct staff capacity-building activities. Approximately 20% of the working days should be dedicated to field visit.

6. Qualification and experience of the consultant

The consultant should have the Nepalese citizen with following eligibility and qualifications to conduct the assignment.

A. Eligibility/Legal registration

The consultant must have a VAT registration certificate and a Tax clearance certificate of FY 2080/081.

B. Educational Background

- Master's degree in communications, Journalism, Media Studies, Public Relations, Development Studies, or a related field.

C. Professional Experience

- Minimum of 5 years of relevant professional experience in communication, media, public relations, or knowledge management, preferably in development or social sector projects.
- Proven experience in writing, editing, and producing high-quality communication materials (success stories, case studies, newsletters, social media content, reports).
- Strong skills in photography and/or visual storytelling; experience with video production is an advantage.
- Experience in building the capacity of teams in communication skills (e.g., writing, photography, storytelling).
- Familiarity with branding, visibility standards, and communication strategy development.

D. Skills

- Excellent written and verbal communication skills in English and Nepali
- Proficient in using digital tools for content creation (Canva, or similar tools)
- Strong interpersonal and mentoring skills, ability to train and coach staff.
- Ability to work independently and be flexible to manage multiple priorities within deadlines.

7. Client/Project inputs and Counterpart personnel

The consultant shall perform the assignment in line with the TOR, as per the highest professional standards of the field of the assignment. The consultant will ascertain regular meetings with the PSU, who will provide overall guidance and supervision through the assigned personnel of ENSSURE (PSU).

The project will be responsible for providing the available resources/documents of the project, workspace, internet facilities at PSU, and coordination support as needed to visit outside of the Kathmandu valley. The project shall also provide timely feedback on different communication products and materials that are developed throughout the project period.

8. Consulting fee Payment

The payment of the consultancy fee will be made monthly after the completion of each assigned work and verification of the submitted timesheet. A timesheet provided by the client in standard format is mandatory to be submitted along with the deliverables of the assigned work.

9. Confidentiality

All information obtained during the consultancy shall be treated as confidential and used solely for this assignment. All the documents/reports generated for this assignment will be the property of the ENSSURE project.

10. Proposal Submission Procedures

An individual consultant who meets the eligibility, qualification, and experience requirements must submit a sealed Expression of Interest (not more than 3 Pages) and a financial proposal (as per the format of

annex-1) along with updated CVs (as per the format of annex-2) and evidence of working experience certificate on or before 11 AM on 15 September 2025.

Proposal submission address:

ENSSURE/Helvetas Nepal
PSU, CTEVT complex, room no-214
Sanothimi, Bhaktapur

11. Selection Procedures

The consultant will be selected based on a weightage score of qualifications and experience mentioned in the CV as per Annex-2, and the financial proposal/consulting fee as per Annex-1, proposed by the consultant. Submission of 2-3 sample works, such as stories or any communication materials produced during the working period with any organisation. The consultant may provide a link to those materials.



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Annex-1

Financial Proposal for Consultancy Service
(Communication and Knowledge Management Support)

SN	Cost Heading	Unit	Rate per unit (NPR)	Total Quantity	Total cost (NPR)
A	Remuneration				
1	Remuneration (including VAT)	Days			
B	Travel cost and accommodation				
1	Travel and accommodation	Days			
Total cost proposed without VAT					
VAT 13%					
Total proposed cost with VAT in NPR					

The estimated cost is NPR:

The consultant must submit the VAT registration Certificate and the Tax clearance certificate of FY 2080/081 along with this financial proposal.



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Annex 2: FORMAT OF CURRICULUM VITAE (CV) FOR EXPERT

Name of Consultant: _____

Associate Institute (if any): _____

Phone /Mobile No. : _____

Date of Birth: _____

Education:

[Summarize the degrees obtained, college and university and year of education completion of a staff member.]

Qualification	Institute/School/College	Year of Completion

Professional Experience Record:

[Starting with the present relevant position, list in chronological order every employment held. List all dates and positions held, names of employing organizations, and major tasks performed.]

Position and Duration	Employer	Major tasks performed

Training:

[Summarize relevant training successfully completed by staff members, giving names of training institution and duration.]

Training	Institute	Duration and Date

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and myself.

[Signature of Consultant]

Date:
[Day/Month/Year]

