

Terms of Reference – Communications & Engagement Consultant

About us

UKFIET is a UK-based charity and [membership](#) organisation dedicated to improving education and development worldwide. Through conferences, publications, partnerships and knowledge exchange, we bring together researchers, practitioners, policymakers and organisations working across the international education sector.

We are best known for our International Conference on Education & Development, which takes place every two years, and convenes education practitioners, government policymakers, researchers, academics and education funders from around the world. We also run a programme of events (typically 4 per year), focused on key issues in global education. Our blog provides the global education community with a forum to share idea, knowledge and expertise.

We are a small, lean organisation, led by a volunteer Executive Committee and Board of Trustees, with the support of two paid consultants.

UKFIET is now looking to refresh our approach to communications and engagement – and are looking to appoint a **mid-level Communications Consultant** to lead the operational delivery of our communications.

Required Services

The Consultant will be responsible for design and delivery of UKFIET's Communication and Engagement activity.

We envisage that the majority of work will be focused on **editing content for our blog; promoting uptake/engagement** of content through social media; and **growing the visibility and reach** of our organisation, conference, events and other output.

Inception/Planning

At the beginning of the consultancy, the appointed Consultant will undertake a light touch review of UKFIET's current communications and engagement activity. This should include:

- Discussion/consultation with relevant UKFIET executive members / trustees
- Review of recent content and, website / social media analytics to identify areas of strength and areas for improvement
- Review of progress against our 2023 review of UKFIET's social media presence
- Development of advice on how UKFIET's communication objectives can be achieved within the budget available, and a delivery plan for the rest of the consultancy

Delivery

Subject to the review, we anticipate that the main areas of ongoing activity required for delivery of communications objectives will include:

- **Reviewing and editing submissions to UKFIET's blog on an ongoing basis** (i.e. reviewing submissions against the blog's [guidelines](#), light touch editing draft blogs for clarity, liaison with blog authors). In 2025, we published 144 blogs. Draft submissions tend to vary in the amount of editing (and time) required: some are of publication

standard on submission, some require light copy-editing, others require more substantive engagement with authors.

- **Curating UKFIET's LinkedIn feed.** UKFIET has previously maintained active feeds on LinkedIn, X/Twitter, Facebook, and BlueSky. Following changes to the social media landscape, we anticipate rationalising our social media activity to focus on LinkedIn only.
- **Editing of content for UKFIET's Monthly Newsletter.** This is currently sent using Mailchimp.

The consultant will also need to liaise and co-ordinate with the charity's Programme Manager, and Executive Committee Chair.

Budget / Level of Effort

We are looking to contract a Consultant for a two-year period, running from May 2026 to May 2028.

We anticipate that the light-touch review of communication activity at inception will take **3 days**, and that core delivery of UKFIET's communications activities will require **2 days per month on average**. It is likely that the amount of time required for delivery of activity will vary over the contract period, with more activity required in the months before and following the next UKFIET Conference, scheduled to take place in September 2027.

The contract will also provide for up to 12 additional days over the two year period, to provide flexibility if additional communications capacity is needed. Use of these days will be agreed between the Consultant and the Chair of UKFIET's Executive Committee.

Description	Number of Days
Inception / Review of existing communication activity	3 days
Delivery of communications activity – two days per month	48 days (average of 2 days per month for 2 years)
Draw-down days	Up to 12 days

The day rate for this consultancy is **£300 per day**. The total value of this contract across the 2-year period (depending on the number of draw-down days used) is expected to be between **£15,300** and **£18,900**.

Person Specification

Essential

- 3–7 years in communications, content, or digital marketing, or similar roles
- Proven experience of blog or copy editing, with the ability to provide feedback to authors on how to strengthen content
- Experience of managing social media channels – including calendars, drafting of posts, and reviewing content engagement levels and other metrics

- Strong self-starter, who is comfortable working independently with light oversight
- Able to work flexibly in line with the charity's needs

Desirable

- Interest in, and familiarity, with key issues in global education, or international development
- Knowledge of SEO best practices

How to apply

Send a **CV and 1 page covering note** to s.jeffery@ukfiet.org by **31 May 2026**.

The covering note should include **3-5 concrete examples** of your editorial experience and your experience of managing social channels.

Shortlisted applicants will be asked to complete a **1 hour written task** (editing a draft blog post and developing draft social media content for the blog), and to attend an **interview**.

The appointed consultant will be an independent service provider to UKFIET. Payment for Services will be made following receipt of an invoice (accompanied by timesheets), and satisfactory receipt of the deliverables as stated in the Terms of Reference.