



## TERMS OF REFERENCE

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| <b>Post Title:</b>       | Consultant-Strengthening Voter Education Strategy of Ghana Electoral Commission |
| <b>Project Location:</b> | Ghana   |
| <b>Project Duration:</b> | 60 days (2 months)  |
| <b>Fee:</b>              | £18,000   |
| <b>Closing date:</b>     | May 2016  |

## BACKGROUND

Ghana is scheduled to hold its general elections on 7 November 2016. The 2016 elections in Ghana will be the seventh Presidential and Parliamentary elections since the restoration of multi-party democracy in 1992. The Commonwealth has observed four out of six elections in Ghana.

The 2012 Commonwealth Observer Group to the Ghana's Presidential and Parliamentary elections concluded that the elections met many of the benchmarks for democratic elections, noting that some aspects of the administrative system and the environment for the polls could be improved.

This project will support the Electoral Commission of Ghana which is a constitutional body charged with supervising and directing the conduct of all elections in Ghana. Amongst other functions the Electoral Commission is charged with educating the people on the electoral process and its purpose. This project is intended to strengthen and broaden the Electoral Commission's current voter education strategy.

The Commonwealth Secretariat is seeking to take a holistic and long-term view to election observation with specific focus on pre-election, the election and post-election phases in order to enhance the impact and value of its election work to member states. The request for technical assistance from the Electoral Commission of Ghana is in line with this strategy.

## PROJECT PURPOSE

The objective of this project is to strengthen and broaden the Electoral Commission's current voter education strategy.

More broadly, the project aims to advance the Secretariat's approach of taking a more holistic and long-term view to election observation with a focus on the entire electoral cycle (pre-election, election-day and post-election).

## SCOPE AND METHODOLOGY

Reporting to the Chairperson of the Electoral Commission of Ghana or official(s) nominated by her, the consultant will provide support to the Electoral Commission in strengthening its current voter education strategy by undertaking the following tasks:

- Provide support to the Commission in reviewing its current voter education strategy, proposing possible revision.
- Conduct an assessment of the voter education needs of different segments of the voting population, particularly first time, young voters, marginalized groups and persons with disabilities [PWDs].
- Design several prototype voter education materials targeting different segments of the voting population.
- Develop strategies for effective voter education tailored to the needs of different segments of the voting population.
- Design a monitoring and evaluation tool for measuring the impact of voter education activities.
- Design a strategy for effective synergy in voter education between Commission and stakeholders, particularly civil society organizations (CSOs).
- Provide feedback to the Commission on lesson learned with a view to improving the Commission's voter education capacity for future elections.
- Conduct an assessment on how current voter education had impacted on the Electoral process

The consultant will be expected to provide two-weekly progress reports to the Secretariat. At the end of his/her mission, the consultant will be expected to provide a final report on his/her work with the Electoral Commission of Ghana.

### **QUALIFICATIONS**

- Advance Degree or equivalent in Law, Communications,
- 10+ years' experience with election commissions around the world
- Proven track record with elections or civic education in developing countries
- Familiarity with political, economic, and social issues in Ghana and/or West Africa
- Demonstrated capacity to plan, prioritize and deliver tasks on time to meet goals in a highly pressured environment and to support other colleagues in achieving similar goals.
- Strong leadership, problem solving, coordination, and consensus building skills is a must;
- Ability to establish effective working relations in a multicultural team environment.
- Familiarity with the international donor community
- Strong oral and written communication skills;
- Demonstrated ability to quickly build and consolidate relationships;
- Competency with Microsoft Office: Word, Excel, PowerPoint, and Outlook.

### **Core competencies**

- Demonstrated understanding of the Commonwealth's fundamental values and principles as outlined in the Commonwealth Charter.

- Respect for diversity and intercultural understanding.
- Highest standards of integrity, discretion and loyalty.
- Promotes enabling environment for open communication.
- Solid political acumen.
- Ability to work independently and produce high quality outputs in a timely manner, while understanding and anticipating evolving needs.

### **DELIVERABLES**

1. Evaluation of the Commission's Voter Education Outreach Strategy - Evaluation Report
2. Development of Civic/Voter Education Messaging
  - Samples of all messaging developed (in all media platforms)
  - Draft Implementation Plan
  - Draft Training Module
  - Final Report to include proposed monitoring mechanism

### **Budget**

The total cost for the project will amount to £18,000 at a rate of £300 per day. It is expected that the consultant will produce this work over a period of 60 days in total.

### **Duration and timeframe**

This project should span 60 days.

### **How to apply**

The applicant must submit:

- A curriculum vitae and a motivation letter explaining why he/she is suitable to carry out the expected tasks.
- A brief outline of how he/she might approach project implementation.
- Submit a sample of a research and policy document he/she has produced.