

Terms of reference – ELT influencer in Argentina

Consultancy role title: Argentina TeachingEnglish Influencer

Location: Argentina

Apply by: 23.59 h (Argentina time) on 12th May 2024

Duration of contract: 10 months (June 2024 to March 2025)

1. Background and context about the project

Overview of the British Council

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. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections, and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at www.britishcouncil.org.

Background and Rationale

In English Programmes, the British Council's goal is high quality education systems for the teaching, learning and assessment of English. We support overseas governments and non-governmental actors seeking to improve English education quality in their local contexts through inclusive, financially sustainable, and evidence-based approaches.

The TeachingEnglish programme specifically provides professional development opportunities, resources, peer support and networking for a global community of English language teaching professionals and practitioners. This global offer is available in the platform (www.teachingenglish.org.uk). In addition, the British Council in Argentina provides localised opportunities for teachers of English in the country, such as the annual ELT week (<https://www.britishcouncil.org.ar/elt-week-argentina-2024>). Localisation is needed to adapt global TeachingEnglish content and themes to increase relevance and better resonate with the needs and interests of teachers in Argentina.

- **Global offer - British Council TeachingEnglish resources:**

During the year, the British Council offers a variety of free online resources via the TeachingEnglish platform (website: <https://www.teachingenglish.org.uk/>), covering a diverse range of topics. These resources enable teachers to learn at their own

convenience.

You can find this year's open learning courses detailed [here](#), and can expect webinars, teaching resources, and other events to be announced in the bi-monthly Community Top Stories section (like April and May's [here](#)).

- **Localised offer - British Council Argentina ELT week:**

In March 2023, the British Council in Argentina successfully launched the first English Language Teaching (ELT) Week, offering 10 online sessions full of practical insights for English language teachers. The second edition took place in February 2024, and we had over 7,000 registrations, with thousands of teachers joining the event either live or through the recordings. We want to build on the engagement we had with teachers of English in the country, and also get their insights and enthusiasm for the next edition of the ELT week, to take place in February 2025.

- **Regional offer - British Council Americas:**

The British Council in the Americas regularly holds conferences and commissions research on different relevant issues for ELT in the region, such as the following:

- [BBELT Conference](#)
- [Special Educational Needs toolkit](#)
- [Research on low-tech CPD](#)
- [Lessons learned from Ceibal en Inglés](#)

Project Description and Objectives

The British Council in Argentina is seeking to share and communicate our localised offer, as well as our global TeachingEnglish offer, so that it is presented in a way that is most relevant to teachers and teacher educators of English in Argentina.

The core objectives are:

- Increase the number of teachers of English in Argentina that join and/or visit the TeachingEnglish platform;
- Support participating teachers, facilitating their reflection on, and application of, the knowledge acquired from the TeachingEnglish free online resources in their teaching practice.
- To gain a deeper understanding of the ELT context for teachers and teacher educators in Argentina.

To achieve these goals, key activities include:

- Promoting awareness of global and local TeachingEnglish offers for teachers of English in Argentina, through the Argentina TeachingEnglish Influencer;
- Localising the global contents to the Argentinean context, providing insights on how the global themes take place into practice in Argentina.

Success will be measured by both metrics provided by the Influencer, and the usage metrics from the TeachingEnglish platform regarding users based in Argentina. This will be agreed upon when drafting the contract with the selected applicant.

2. About the role of the specialist contractor

We are seeking specialist contractors whose target audience is Argentinean teachers of English: in-service and pre-service primary and secondary level, in particular working in public schools. Presence on Instagram is required. The specialist contractor will carry out this project remotely, with no travel required.

The role entails posting content in social media monthly:

- Sharing opportunities and resources from the TeachingEnglish global and local offers,
- Encouraging teachers to register on the TeachingEnglish platform,
- Participating as a speaker in short live events (5) on the TeachingEnglish Instagram account, which will be focused on the theme of each 2-month period, hosting the live events jointly with them,
- Facilitating teacher participation, application of knowledge, and experience sharing. Moderating answers and comments,
- Supporting the British Council to understand the impact of TeachingEnglish and the needs of the community, by including polls, stickers and other tools on Instagram Stories,
- Other responsibilities as agreed with the British Council.

The specific actions will be agreed upon monthly with the Influencer. The expected structure of the content is as follows (example with June-July period):

	Month	Week 1	Week 2	Week 3	Week 4
Understanding educational policies and practices	June	Start of the theme – share calendar with resources (example here) Which course will you be signing up in June-July? (min. 1 post and 3 stories)	Share page with all the resources for June-July theme (example here) (min. 3 stories)	Story sharing which courses the influencer is taking. Inviting teachers to sign up. (min. 3 stories)	Reflexion on how one/some of these issues appear in practice for teachers in Argentina. (min. 1 reel)
	July	Questions for teachers (which course are you taking?/ what have you learned?/ other). Answers to be shared anonymously with BC. (min. 3 stories, including a poll and a question box)	Invitation to live joint event on IG with TeachingEnglish (min. 3 stories and 1 post)	Live joint mini-event on IG with TeachingEnglish reflecting on how this theme comes into play for teachers in Argentina. (min. 2 stories and participation in live event)	End-of-theme reel: reflection on what was learnt/is being learnt, inviting teachers to provide feedback in comments. (min. 1 reel)

3. Timeline

<i>Dates</i>	<i>Activity</i>
24 April 2024	Request for Proposals opens
5 May 2024	Deadline for clarification questions (Clarification Deadline)
7 May 2024	Questions and answers are published on the website
12 May 2024	Deadline for submission of Proposals (Response Deadline)
16 May 2024	Final Decision
24 May 2024	Contract concluded with winning supplier(s)
27-31 May 2024	Supplier(s) to be briefed on British Council policies. Supplier conducts mandatory trainings.
1 June 2024	Project activities start
21 March 2025	Project activities end
28 March 2025	Review and report

4. Fee & expenses

The evaluation panel will review all applications that meet the requirements. Contracts will be awarded to a maximum of 2 proposals meeting the quality thresholds, subject to budget availability. Individual contract value shall not exceed GBP 2,200, including all the activities foreseen in these Terms of Reference. If the evaluation panel deems appropriate that 2 applications are selected, the tasks detailed in this ToRs may be divided in 2 contracts.

5. Reporting and communication

The key British Council contact is Victoria Maineri, Project Manager for English Programmes in Argentina. The specialist contractor will provide monthly written summaries of activities and metrics to Victoria.Maineri@britishcouncil.org by the 27th of each month, starting June 2024. The specialists will participate in monthly check-in calls with Victoria Maineri and submit a final report by 15th March 2025.

6. Requirements, qualifications and experience

Qualifications and experience:

- 3+ years English teaching experience in Argentina

- An active Instagram account with at least 15,000 followers, targeting specifically teachers of English in Argentina
- Experience as speaker in ELT conferences or in online formats
- Familiarity with TeachingEnglish platform

Compliance requirements:

- Undertake our mandatory trainings (once selected).
- Comply with our [Safeguarding Policy](#), our [EDI Policy](#) and our [Social Media Policy](#).

7. How to apply

To apply, submit the following documents to Victoria.Maineri@britishcouncil.org by the response deadline:

1. Completed application response template.
2. Your CV, including accounts of previous relevant experience.
3. Supporting documents showing evidence of teacher network ownership/administration.

Use email subject line: TeachingEnglish Localisation Project Argentina Application Response - [Your Name].

Submit any clarification questions to the same email address by the clarification deadline. Answers will be circulated to all potential individual bidders.

Contracts will be concluded with winning individuals by the date stated in the timeline.

8. Criteria for evaluation

Proposals will be checked to ensure all necessary information has been provided. Proposals that meet all the requirements will proceed to be reviewed by an Evaluation Panel.

Responses will be assessed to determine the most advantageous proposal using the following criteria and weightings:

<i>Evaluation Criteria</i>	<i>Weighting</i>
Social Value	10%
Experience and Knowledge	40%
Methodology and Approach	30%
Commercial	20%