

Terms of Reference

Expert for Professional Writing in English

1. Introduction:

The non-governmental organisation Education Development and Employment Center (EDEC) was established in 2008 with the mission to identify challenges in (in)formal education and employment, and to resolve these problems through sustainable models. The organisation is working in four main directions: civil society development, economic development, child protection, and education.

The success and reputation of the organisation is based on three main factors: (1) the actual work done, (2) the presentation of reached results, (3) the communication with potential partners, donors, beneficiaries, and other target groups. Consequently, it is of uttermost importance for EDEC to ensure a high-quality written and verbal communication level of its employees – inside and outside the organisation.

2. Overall objective of the ToR:

The goal of this ToR is to select an expert who is able to implement an online training course for twelve to fifteen of the organisation's employees on professional writing in English.

3. Specific tasks:

3.1. Preparation of a course programme which covers the following topics (and more):

- Basic writing rules in English (formatting, avoidance of repetitions, usage of jargon/academic language, abbreviations, usage of articles, etc.)
- Planning the writing process
- Brainstorming and idea development
- Structuring the content: Why am I writing this document? What do I want to achieve?
- Understanding the target audience: Who is reading the document? What is their background and knowledge?
- Writing in a team: mutual editing and giving feedback
- Correct citation and indication of sources
- Understanding different document types, their requirements, and specialities; especially reports, grant proposals, blogs, online articles, social media posts, and official letters
- Current writing trends in English language

3.2. Finalisation of the training programme based on prior knowledge assessment

The professional writing course in English will be preceded by a respective basic course in Georgian. General knowledge of the participants in writing and the English language can be assumed. To fine-tune the course content, writing examples of the respective employees and the Georgian course curriculum will be provided in time.

3.3. Training implementation

The training language has to be conducted in English.

4. Methodology:

- Online training through Zoom, Microsoft Teams, or similar platform (ideally 1 day per week for about 2 hours; at least twelve hours throughout the course duration)
- Respective home-based exercises, which require 1-1,5 hours each, and detailed feedback by the trainer
- Demonstration of practical examples and share of trainers' knowledge
- Consideration of participants' prior knowledge and experiences on a topic
- Provision of related materials and links for independent learning
- Focus on 'learning by doing': Application of the learned on real-life documents (current project applications, Facebook posts, news articles, reports, etc.) and respective in-time feedback

5. Product:

- Online training on professional writing in English
- Respective materials (training curriculum, presentation, examples, exercises, etc.) which can also be used independently afterwards
- Trained staff members

6. Main requirements (education, knowledge, experience, and skills)

- High command of English in speaking and writing (certified CEFR C1-level or similar proof such as long-year work experience in English-speaking countries or environments)
- Long-year experience in (online) teaching for professionals / adults
- Knowledge of modern and interactive teaching methods
- Own working experience in the project management or public relations field are highly appreciated
- Knowledge on the NGO sector and international fundraising incl. the EU, UN, and similar are a plus

7. Interested candidates should provide the following information:

- Expression of Interest incl. a short introduction of your company/organisation (if applicable), a preliminary training programme, and an overview of training methods
- CV of the trainer in charge with proof of respective work experience
- Contact information of two references / clients who would confirm your expertise
- A respective detailed offer in Euro

8. Duration of service:

Six to eight weeks; ideally between June and August 2022

9. Selection procedure:

Applications should be sent by mail until Thursday, 29st of April 2022, at 15:00 Georgian Time, to the following e-mail address: admin@edec.ge; please note 'Expert for Professional Writing in English' in the subject field.

The selection will be made by a respective project team; only potentials candidates will be contacted.

10. For additional questions please contact:

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