

Project: PR Services International

Overview

EAA Communications is seeking a new PR Agency to support the team in working towards the corporate strategic goals of Wave 2 as put forward by SPR, and senior management.

Organizational Background/Overview

Education Above All (EAA) is a global foundation founded in 2012 by Her Highness Sheikha Moza bint Nasser of Qatar with an aim to build a global movement that contributes to human, social and economic development through quality education and other welfare programmes and initiatives. With a particular focus on areas affected by poverty, conflict and disaster, the needs of children, youth and women will be championed and they will be empowered to become active members of their communities. By meeting the demand for education, we will equip them to support sustainable development, and to nurture environments of peace, security, justice and prosperity.

At EAA, we act as an umbrella organisation overseeing four core programmes: Educate A Child (EAC), Al Fakhoora, Reach Out To Asia (ROTA) and Protecting Education in Insecurity and Conflict (PEIC). The programmes provide educational opportunities with a special commitment towards communities facing poverty and crisis.

Mission

To ensure inclusive and equitable quality education for vulnerable and marginalised people especially in the developing world, as an enabler of human development.

Vision

EAA envisions bringing new life chances, real hope and opportunities to improve the lives of poor and marginalised children, youth and women especially in the developing world.

Required Deliverables

Activities, and Services:

- Develop 12 month business plan, including mapping programmes and initiatives to media storylines and reports.

- Develop a plan for media approach and process to strengthen media relations with EAA staff.
- Develop Messaging for EAA foundation and programmes
- Develop communications plan
- Write and edit speeches
- Develop and maintain effective working relations with global media outlets in particular, US and EU.
- Secure at least 3-6 media placements in international top-tier media outlets annually, such as: Washington Post, NYT, CNN, Bloomberg, etc.
- Develop 6 op-eds per year
- Developing all supporting media materials for international media moments, such as press releases, quotes, images.
- Communications support during international events/other activities
- Creation of social media content for major international Campaign
- Secure/support on social media influencers
- Prepares Board members/Senior management for media interviews. Q&A + Media training
- Develop crisis management plan. Must be available on a 24-hour basis by telephone and email
- Develop comprehensive media monitoring report post events
- Securing Moderators and Speakers and media influencers for major EAA events