

Terms of Reference

CONSULTANCY TITLE

Book Development Strategy

CONTRACT PERIOD

1 January 2026 – 30 March 2026

Overview of CODE

CODE (www.code.ngo), is Canada's leading international development agency focused uniquely on education and literacy. Globally, CODE's programs draw on over 65 years of experience and knowledge in the areas of literacy and education. CODE is currently working in Ghana, Liberia, Sierra Leone, Tanzania, and Malawi. Additionally, CODE uses a local partner-driven model that emphasizes ensuring that programs are culturally relevant, community-driven, and best aligned with local, district, and national systems.

CODE's mission is to collaborate with local partners to create supportive learning environments that foster effective literacy practices and promote engagement between families, communities, and schools to advance children's reading and writing abilities.

OBJECTIVES

The objective of the consultancy would be to develop CODE's book development strategy.

The Consultant will work closely with CODE team members, as well as liaise with key stakeholders, including project partners, authors, illustrators, and printers, to inform the content of the strategy. And, the consultant will work with thought leaders in book development and within the development sector, to ensure the strategy takes into consideration recent evidence and best practices in developing local, culturally relevant reading material.

The book development strategy will outline considerations, recommendations, and/or requirements for:

- i) Working with and through local book industries (including printers, authors, illustrators);
- ii) Text Content for Foundational Literacy Development:
 - a. Book Leveling and Grading

- b. Alignment with national curriculum and Government engagement
 - c. Language
 - d. Manuscript development workflow
- iii) Illustration and design guidelines, including, but not limited to:
 - a. Cultural relevance
 - b. Localisation
 - c. Representation
 - d. Gender
 - e. Ability/Disability
- iv) Technical Specifications for Printing;
- v) Copyright and Licensing

SPECIFIC OBJECTIVES

Desk review:

The consultant will undertake a desk review of guidance, best practices, and/or innovations pertaining to the five areas of consideration outlined above.

The consultant should review CODE's internal documentation around book development, as well as external sources to compile a summary of best practices and innovations.

In addition, the consultant should, within the desk review, provide a series of recommendations that should be considered when developing the strategy.

Book Development Strategy:

The consultant will draft and share a book development strategy for review. The strategy should comprise of guidance, recommendations, and requirements pertaining to the following five thematic areas.

The consultant then will incorporate feedback and provide a final strategy.

DELIVERABLES

The individual consultant will be required to deliver the following:

Deliverable	Deadline	Payment
Desk Review	4 weeks after signing	25%

Draft Book Development Strategy	8 weeks after signing	25%
Final Book Development Strategy	12 weeks after signing	50%

All the deliverables need to meet CODE requirements and quality standards. Payment will only be made for work satisfactorily completed and accepted by CODE. CODE reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered or for failure to meet deadlines.

LOCATION AND DURATION

The consultancy will be carried out for a period of 3 months from the time the contract is signed. The work will be undertaken remotely, and, as and when needed, with face-to-face meetings.

REPORTING ARRANGEMENTS

The Consultant will report directly to the Director of International Programs and Partnerships.

REQUIRED QUALIFICATIONS

- The individual consultant should at least have a master's degree in any of the following areas: Education, Public Policy, social studies;
- The consultant should have at least 5 years of proven experience in book development.
- The individual consultant should have the ability to meet the deadlines;
- The individual consultant should have strong communication and facilitation skills;
- Proficiency in written and spoken English, French, would be an asset

All bids will be evaluated according to the following standard procedure:

- Review of technical proposal;
- Candidates that are successful on technical review requested to submit financial proposal;
- Financial proposal is to be submitted in CAD
- Review of financial proposal; and
- Final decision.

The technical review will represent 70% of the weighting. The financial criteria will represent 30% of the weighting.

The criteria for evaluation will be as follows:

Category	Criteria	Marks
Technical	Proven technical expertise in book procurement and	35

criteria	development across the Global South	
	Proven technical expertise in strategy development	35
	Proposed methodology and technical proposal	30
Financial criteria	Overall cost of the proposal and clarity of budget	30

ADMINISTRATIVE ISSUES: HOW TO APPLY

Interested individuals are requested to submit a technical proposal here

<https://codengo.bamboohr.com/careers/28> that includes:

- A technical proposal, describing clear and detailed work plan, along with the resume/CV of the individual consultant
- Technical proposals should be submitted no later than **19 December 2025**
- Only individual consultants who pass the technical review will be requested to submit a financial proposal.