

POST DESCRIPTION

Title	Consultant for AI-generated educational materials – Barranquilla project
Location of project	Barranquilla, Colombia
Scale	IV Senior Consultant I /Approved teacher trainer Senior I
Economic Compensation	\$ 9.899.999 for the entire contract (IVA not included).
Length of contract	2 Months
Number of consultants required	Up to 3
Context and Environment The British Council in Colombia is a largely UK government grant funded non-for-profit organisation. Colombia is an important commercial, cultural and educational partner for the UK, and we aim to increase the impact of our operation locally. In Colombia, the British Council works mainly in English, Education and Arts. We deliver a series of consultancy and teacher training and mentoring projects for both public and private sectors. Within the English and School Education (ESE) sector, the British Council manages a wide-ranging portfolio of large-scale and local projects. These initiatives are developed and delivered in collaboration with both public and private sector partners. The British Council is committed to policies and practices of equality, diversity and inclusion across everything we do. We support all staff to make sure their behaviour is consistent with this commitment. We want to address under representation and encourage applicants from under-represented groups but not exclusively, on grounds of ethnicity and disability. All disabled applicants who meet the essential criteria are guaranteed an interview and we have Disability Confident Employer Status. We welcome discussions about specific requirements or adjustments to enable participation and engagement in our work and activities. The British Council is dedicated to safeguarding everyone we interact with. To ensure a safe context, we implement enhanced practices for work that involves direct contact with our stakeholders. These practices include thorough checks of qualifications, references, identity, and criminal records in compliance with local laws. Additionally, safeguarding training is provided during inception of service provision or onboarding to ensure a clear understanding of responsibilities. By engaging with us, you commit to upholding these standards and contributing to a safe space for all. Appointment to positions where there is direct involvement with vulnerable groups will be dependent on thorough checks being completed; these will include qualification checks, reference checks, identity & criminal	

record checks in line with legal requirements and with the British Council's Safeguarding policies for Adults and Children.

Background

This Terms of Reference outlines the requirements for hiring up to three consultants who will use artificial intelligence tools to design comprehensive learning materials for the English language curriculum of the city of Barranquilla. Each level comprises four instructional units, with each unit structured for an eight-week teaching period, plus one week dedicated to assessment and another to a project-based learning component. The curriculum follows a student-centred approach that promotes communicative, project-based learning.

The curriculum design initiative is part of an international cooperation agreement between the British Council and the city of Barranquilla, aimed at implementing the city's bilingualism public policy: Barranquilla Bilingüe. This policy seeks to strengthen the teaching and learning of English through the development of high-quality, standardized educational programs aligned with the 2020 update of the CEFR, and by integrating local sociocultural elements that make language learning relevant and inclusive.

The curriculum design process began in 2024 and has produced level-based syllabi for Levels 2 through 10, along with Schemes of Work (mallas curriculares) and a set of suggested sample lessons. The next phase focuses on developing complete sets of pedagogical materials that will complement the curriculum and support its effective implementation in the classroom.

The selected consultant will play a key role in producing engaging and pedagogically sound learning resources that bring the existing curriculum to life. The development and production of these materials should be supported by Artificial Intelligence (AI) tools and technologies to ensure efficiency, innovation, and high-quality outcomes.

Purpose

To contract up to three experienced ELT Materials Designers/Developers to create comprehensive, high-quality, engaging, and pedagogically sound learning materials spanning all levels of the English language curriculum for Barranquilla. The consultants will use AI-assisted design tools to enhance efficiency and innovation throughout the full development process, ensuring alignment with the materials section of the curriculum Schemes of Work.

Scope of Work

The consultants engaged in designing and producing materials for the Barranquilla English Language Curriculum will be responsible for delivering a comprehensive and diverse set of pedagogical resources aligned with the established curriculum framework.

The curriculum consists of 10 levels, ranging from Level 2 to Level 11, each corresponding to a school grade. Each level comprises 4 units, with each unit spanning 10 weeks of instruction. Based on an analysis of sample units representing three distinct educational groups, **the estimated** volume of materials to be produced is as follows:

- Primary levels (Level 2 to Level 5): approximately 400 materials.

- Lower secondary levels (Level 6 to Level 8): approximately 300 materials
- Upper secondary levels (Level 9 to Level 11): approximately 300 materials

This results in a total estimated production of around 1,000 distinct materials, encompassing flashcards, worksheets, audios, videos, role-play and scenario cards, graphic organisers, checklists, quizzes, project materials, conversation transcripts, reflection templates, among other teaching, learning, and assessment materials.

It is important to note that not all materials are required to be produced by the consultants. In some instances, videos and other resources indicated in the curriculum may be used directly for educational purposes without modification. Consultants should exercise discernment in selecting and integrating such existing materials where appropriate, focusing their production efforts on developing original and customised content that aligns with the indicative curriculum materials.

Content Requirements

- All materials must be age-appropriate and suitable for the designated student levels (primary, lower secondary, and upper secondary).
- Content must be culturally relevant, reflecting the context and identity of Barranquilla and Colombia.
- Language use shall align accurately with the corresponding CEFR levels designated for each curriculum stage.
- Materials should facilitate differentiated instruction to accommodate diverse learner needs where applicable.
- Depending on the level of complexity, difficulty, or production limitations, equivalent materials may be produced, subject to prior agreement with the British Council.

Quality Standards

- Materials must feature design and layout tailored to the specific age group and level.
- Content must be free from errors, including spelling, grammar, and factual inaccuracies.
- A consistent visual identity should be maintained within each level, while ensuring clear differentiation between levels.
- Accessibility must be carefully considered in all materials, including appropriate font size, colour contrast, and clear layouts to support all learners.
- All AI-generated content must be verified for copyright compliance, ensuring lawful use for commercial and educational purposes.
- Audio materials must feature clear, natural-sounding, age-appropriate voices—whether human-recorded or AI-generated.

Activities

Each consultant will be responsible for the following activities throughout the contract period:

- A1. Participate in orientation and kick-off meetings to understand the curriculum framework, design principles, Syllabi, Schemes of Work, and local education context including Barranquilla's culture and geography, if applicable.
- A2. Develop and maintain a comprehensive work plan and timeline for all materials production, including identification and documentation of AI tools to be used.
- A3. Use approved AI tools and platforms to support ideation, drafting, adaptation, visual design, audio production, translation, and formatting of materials, ensuring all outputs meet quality, ethical, and copyright standards.
- A4. Develop and/or produce the variety of materials appointed by the curriculum schemes of work such as flashcards, worksheets, audios, videos, role-play and scenario cards, graphic organisers, checklists, quizzes, project materials, conversation transcripts, reflection templates, among other teaching, learning, and assessment materials and supplementary resources aligned with curriculum objectives and CEFR levels.
- A5. Produce a sample set of materials for each material type for approval, and incorporate feedback received from the British Council to refine both content and design.
- A6. Ensure all materials are culturally relevant, age-appropriate, accessible, and maintain consistent visual identity and branding throughout all levels.
- A7. Conduct quality assurance including fact-checking, proofreading, functional testing of audio, video and digital elements, and maintain detailed documentation of all AI tool usage and content development processes.
- A8. Participate in regular coordination meetings and peer review sessions to facilitate collaboration, receive feedback, and maintain coherence across all materials and levels.
- A9. Incorporate stakeholder feedback and submit final deliverables including all materials and AI documentation within agreed timelines.
- A10. Understand and adhere to all relevant British Council policies and codes of conduct, including those on data protection, safeguarding, confidentiality, and ethics. Reference materials are available in the [British Council Policies for Consultants](#).

TERMS OF REFERENCE

Type of Contract	Service provision upon request
Payment terms	- A single payment of \$9,899,999 will be made upon submission and approval of the final deliverables for the Barranquilla project. - Payment will be issued upon approval from the Head of Implementation.

	- The contractor must provide proof of social security contributions as required by local legislation for the duration of the contract.
Legal deductions	In accordance with legal policies in Colombia
Deliverables	The selected consultants shall deliver the following outputs throughout the contract period, adhering to agreed timelines and quality standards: D1. A set of approximately 100 materials per assigned level, covering all types indicated in the curriculum schemes of work (e.g., flashcards, worksheets, audios, videos, role-play cards, graphic organiser templates, quizzes, projects, transcripts, reflection templates, and supplementary resources), to be submitted incrementally as they are developed in editable and print/digital-ready formats (e.g., Word, PDF, MP3, MP4, PNG/JPG at 300 DPI) throughout the contract duration. D2. The final set of approximately 100 materials per assigned level, fully proofread, fact-checked, quality-assured, and peer-reviewed materials incorporating British Council feedback, with editable master files provided for ongoing updates. D3. A concise guide for the effective implementation of all materials in classroom settings, including instructional suggestions and differentiation strategies tailored to different activity types. D4. Documentation of all AI tools used, and copyright compliance related to content creation.

CONTRACTOR SPECIFICATION

Essential qualifications, experience and skills	- University degree in Education, Languages, or a related field. - At least six (6) years of proven experience, which may be combined across a minimum of two of the following areas: ▪ Teaching English as a Foreign Language (EFL). ▪ Designing and/or adapting curricula for English as a subject within formal education. ▪ Demonstrated expertise in designing EFL/ESL learning materials. ▪ Possession of a portfolio showcasing previous materials design work. - Proficiency at minimum C1 level in both Spanish and English is mandatory.
Desirable	- Postgraduate studies in an education-related discipline (e.g., M.A. TESOL, language teaching, language assessment, educational technologies). - At least two (2) years of experience in creating, writing, or editing learning and teaching materials. - At least one (1) year of experience using or working with AI tools in the development of English teaching and learning materials or other digital educational resources. - Familiarity with the cultural and educational context of Barranquilla and its surrounding region.

Passport and/or nationality requirement	- Eligibility to Work in Colombia: Candidates must have the right to work in Colombia. - Visa Sponsorship: The British Council is unable to support or sponsor work visa applications or cover relocation costs for non-Colombian applicants.		
Important features	- For each payment, the consultant must submit the "parafiscal contribution payment schedule" together with the invoice. The schedule must correspond to the current month of payment and must be uploaded at the same time as the invoice. Documents dated from previous months will not be accepted. - The British Council is dedicated to safeguarding everyone we interact with. To ensure a safe context, we implement enhanced practices for work that involves direct contact with our stakeholders. These practices include thorough checks of qualifications, references, identity, and criminal records in compliance with local laws. Additionally, safeguarding training is provided during inception of service provision or onboarding to ensure a clear understanding of responsibilities. By engaging with us, you commit to upholding these standards and contributing to a safe space for all.		
Application Process	Interested candidates should submit their resumes to the following email address, in accordance with the description and guidelines provided above: bilinguismobag@britishcouncil.org Please follow the below steps: - Your CV should highlight the relevant experience and qualification for the post. - Your CV should be named with your name and surname as follows: John Williams CV - In the mail subject, please specify the position you are applying for, in this case: "Consultant for AI-generated educational materials – Barranquilla project". If you have any questions about this application process, you can write an email to bilinguismobag@britishcouncil.org using " Consultant for AI-generated educational materials Barranquilla project Application" as the subject. The British Council reserves the right to reject all applications and accept the one it deems most advantageous.		
Rates	Upon submission of deliverables – 1 payment for \$9.899.999 COP		
Deadline for application	November 30, 2025.		
Submitted by	Carolina Cruz, English and School Education Lead	Date	20/11/2025