

## Terms of Reference

### AI and Custom GPT Consultancy for Education For Employment (EFE)

**\*\*\*DEADLINE EXTENDED TO JULY 20 & ADDITIONAL CLARIFICATIONS IN RED\*\*\***

#### A. Opportunity Overview

Title: AI and Custom GPT Consultancy for Education For Employment (EFE)

Type of contract: Short Term Service Agreement

Location: Virtual

Start Date: August 1, 2025

End Date: September 31, 2025

#### B. Statement of Purpose:

EFE recognizes the growing role of AI in both education and workforce development. Large language models such as ChatGPT are already being used informally by staff and youth, yet their full potential remains untapped. This project aims to strategically develop and implement two Custom GPTs, one for youth engagement and one for staff productivity, to enhance program delivery, build digital skills, and increase organizational efficiency.

#### C. Background:

Large language models like ChatGPT are quickly becoming daily tools for EFE's staff and youth, yet EFE has not fully leveraged their potential. Custom GPTs can enhance how youth engage with our curricula, providing interactive skill-building beyond the classroom while introducing them to AI tools essential for the modern workforce. Internally, Custom GPTs can help staff draft documents, automate tasks, analyze data and more; increasing productivity and enabling EFE to scale more efficiently.

EFE seeks to explore and implement artificial intelligence (AI) solutions, specifically leveraging GPT technology, to improve organizational efficiency, enhance employability skills for youth, and support internal innovation. The Consultant will provide strategic guidance, technical recommendations, and hands-on support to help EFE understand, evaluate, and develop custom GPTs tailored to its objectives.

While EFE's community is already engaging with AI tools, the organization lacks a unified, intentional strategy for leveraging them. Custom GPTs present a transformative opportunity:

- For youth: GPTs can extend learning beyond the classroom through interactive career coaching, job interview simulations, CV building, and other skill-building tools aligned with EFE's curricula.
- For staff: GPTs can assist in drafting documents, automating repetitive tasks, conducting data analysis, and more, therefore freeing time and resources to focus on critical work and enabling scale.

#### D. Overview of Assignment:

With the guidance of the EFE-Global Program & Business Development Manager and the EFE-Global Senior Education & Training Manager, the consultant will be responsible for providing strategic

recommendations to EFE for the development of custom GPTs. This will include validating the project's scope and methodology, training the project staff to build custom GPTs, and ensuring ethical implementation. **The consultant will not be responsible for developing the custom GPTs themselves, instead the goal is to train EFE project staff to develop the GPTs.** The Consultant will also offer guidance to EFE on which Large Language Model (LLM) is best suited for EFE's intended outcomes.

#### E. Deliverables for this Consultancy:

Deliverables will include the following:

- 1. Use Case Prioritization Matrix:**

The consultant will develop a Use Case Prioritization Matrix to help the project team determine what types of custom GPTs to build for youth and for staff. This will be based on survey data collected by the project team, feasibility, and overall impact. The consultant will also provide recommendations for which LLM to use for each custom GPT.

- 2. GPT Design Guidance and AI Framework:**

The consultant will virtually train 7 project team members on how to build and use custom GPTs. The consultant will also support the project team in developing an AI framework that ensures that EFE can sustainably update and maintain the custom GPTs, as well as build new GPTs in the future. *(The consultant will not be responsible for developing the custom GPTs themselves, instead the purpose is to train EFE project staff to develop the GPTs.)*

- 3. Final Report with Scalable Recommendations:**

The consultant will create a Final Report that includes key lessons learned and provides recommendations for scaling the project's impact in the future.

Full payment will be made to the consultant upon receipt of all deliverables.

#### F. Location

The Consultant will work remotely.

#### G. Duration

The duration of the assignment will be from July 1 – August 31, 2025.

#### H. Budget

**The maximum budget for this assignment is USD \$4,268.88. Scoring on applicants' financial proposals will be determined by value less than the maximum amount.**

#### I. Intellectual Property

All intellectual property created during the engagement, including custom GPT configurations and documentation, will be owned by EFE. The Consultant will maintain confidentiality and adhere to EFE's data protection standards.

#### J. Reporting

The Consultant will report to Akshay Kashikar (Program & Business Development Manager, EFE-Global) and Abbey Walsh (Senior Education & Training Manager, EFE-Global).

#### **K. Required Skills, Competencies, and Experience**

- Strong theoretical and practical background in Artificial Intelligence, especially the use of Large Language Models and the development of custom GPTs;
- Experience training others to develop and use custom GPTs;
- Ability to conceptualize, plan, and execute innovative ideas;
- Meets deadlines and manages time efficiently;
- Fluency in English is required.

#### **L. Application Procedure**

Interested applicants must submit the following or the application will not be considered:

- Curriculum Vitae or Resume demonstrating related experience;
- Samples of related work produced by applicant (indicating whether the applicant was solely responsible for producing or editing each of the materials);
- Detailed financial proposal, including daily rate, expected number of days, and any other design-related expenses. Costs should be organized by deliverable (report, presentation template, etc.);
- Proposals will be evaluated based on cost effectiveness, past experience, and technical knowledge. The technical proposal will make up 60% of the overall score and the financial proposal will make up the remaining 40% of the overall score.

All requested materials should be sent to [akashikar@efe.org](mailto:akashikar@efe.org) and [awalsh@efe.org](mailto:awalsh@efe.org) no later **July 20, 2025** with "AI and Custom GPT Consultancy for EFE" in the subject line of the email.