



## AFRICAN DEVELOPMENT BANK

### REQUEST FOR EXPRESSIONS OF INTEREST RECRUITMENT OF AN INDIVIDUAL DEVELOPMENT COMMUNICATION AND EVENTS CONSULTANT

#### Feed Africa & Global Agriculture and Food Security Program (GAFSP)- AHAI Department

Avenue Jean-Paul II, 01 BP 1387 Abidjan 01, Côte d'Ivoire

Email : [p.bohaen@afdb.org](mailto:p.bohaen@afdb.org) and [d.benniran@afdb.org](mailto:d.benniran@afdb.org)

For the account of the Agriculture and Agro-industry department (AHAI), the consultant shall design and implement the strategic communications and external relations programme for the Feed Africa and GAFSP Portfolio. This programme shall engage with target to increase awareness of the work and achievements of the projects and promote knowledge among key stakeholders. The consultant will shape and implement the communication and media engagement action plan for the GAFSP / Feed Africa projects, produce materials, create and manage events.

This role is instrumental to enhancing the visibility of the Department's objectives and initiatives among existing and potential investors, as well as the specialist development community in which operates. The consultant will focus on leveraging the platforms and events of the Bank, Regional Member Countries and other stakeholders in line with the priorities and initiatives of the Department. These activities include media engagement, developing communication and digital materials for the Department's main initiatives and projects, and generating media coverage of events. The consultant will also develop activity plans, including an events calendar, as per the Department's strategic objectives and for key initiatives, as well as contribute to the larger Complex communication initiatives.

**Department issuing the request:** Agriculture and Agro-Industry Department

**Place of assignment:** The duty station and/or remote work location will be Abidjan, Cote d'Ivoire subject to the Bank's policy on Work from Home and Return to Office policies as may apply.

**Duration of the assignment:** 12 months

**Tentative Date of commencement:** 1 June 2023

**Detailed Terms of reference for the assignment:** [TORs below]

**Deadline for applications:** 02 May 2023

**Applications to be submitted to:** Mr. Philip BOAHEN on [p.bohaen@afdb.org](mailto:p.bohaen@afdb.org) and Copy Mrs. Dorra BEN NIRANE [d.benniran@afdb.org](mailto:d.benniran@afdb.org)

## TERMS OF REFERENCE

### **RECRUITMENT OF AN INDIVIDUAL DEVELOPMENT COMMUNICATION AND EVENTS CONSULTANT**

#### **Feed Africa & Global Agriculture and Food Security Program (GAFSP)- AHAI Department**

### **1. BACKGROUND**

**THE BANK:** The African Development Bank is the premier pan-African development institution promoting economic growth and social progress across the continent. The Bank provides financial and technical support to Regional Member Countries through transformative projects that significantly reduce poverty and bring inclusive and sustainable economic growth. In order to sharply focus on the objectives of the Bank's Ten-Year Strategy (2013-2022) and ensure greater developmental impact, five operational priorities (High 5s) have been identified to scale up and accelerate delivery, namely: Feed Africa, Industrialize Africa, Power Africa, Integrate Africa, and Improve the quality of life for the people of Africa.

**THE COMPLEX:** The Vice Presidency for Agriculture, Human, and Social Development is a Sector Complex focusing on the Bank's Ten-Year Strategy and High 5s priority of "Feed Africa" and "Improve Quality of Life for the People of Africa". The complex objectives are (i) to develop, policy and strategy; (ii) provide deep sector expertise to the Regions by gathering pool of experienced individuals who can be consulted to provide sector expertise on complex transactions; (iii) develop new financing instruments; (iv) the Vice President will act as the spoke person to represent the Bank with external stakeholders on aspects of "Feed Africa" and "Improve Quality of Life for the People of Africa".

**THE DEPARTMENT:** The primary role of the African Development Bank's Agriculture and Agro-industry Department (AHAI) is to contribute to the Bank's vision of poverty reduction through increased sustainably agricultural production, productivity, building resilience of agricultural systems, marketing, and trade in its regional Member Countries (RMCs), thereby increasing farm incomes, environmental protection and the resilience and welfare of rural populations in general.

**THE FEED AFRICA STRATEGY:** In June 2016, The Board of Directors approved the Feed Africa Strategy (2016-25) for African Agricultural Transformation, which currently guides the work of AHAI. Feed Africa is one of the Bank's High 5s operational priorities, a blueprint for African countries to embark on a course of sustainable transformation. The Vision of the Feed Africa Strategy is to transform African Agriculture into a competitive and inclusive agribusiness sector that creates wealth, improves lives and secures the environment. Feed Africa aims to transform African Agriculture into a globally competitive, inclusive and business-oriented sector that creates wealth, generates gainful employment, improves quality of life and secures the environment.

The Vision of the Feed Africa Strategy is to transform African Agriculture into a competitive and inclusive agribusiness sector that creates wealth, improves lives and secures the environment. Feed Africa aims to transform African Agriculture into a globally competitive, inclusive and business-oriented sector that creates wealth, generates gainful employment, improves quality of life and secures the environment.

**THE GLOBAL AGRICULTURE AND FOOD SECURITY PROGRAM (GAFSP):** is a demand-led and recipient-owned global partnership dedicated to fighting hunger, malnutrition, and poverty by supporting resilient and sustainable agriculture in developing countries that benefits and empower low-income and vulnerable smallholder farmers, particularly women.

The GAFSP was established as a response to the 2008/09 global food price crisis, following the G8 commitment in September 2009 in Pittsburgh to mobilize up to \$120 billion for agricultural development and food security. The objective of the GAFSP Financial Intermediary Fund (Grants) is to address the underfunding of country and regional agriculture and food security strategic investment plans already being developed by countries thereby contributing to the achievement of the Sustainable Development Goals to end poverty and hunger by 2030.

The World Bank is the Supervising Entity for about half of the GAFSP project portfolio (\$ 615.2 million), the African Development Bank manages about a quarter (\$320.8 million), and IFAD, 11% (\$124 million). The Bank is currently supervising 10 projects across its regional member countries: the Gambia, Mali, Benin, Senegal, Kenya, Zambia, Liberia and Tanzania with a total portfolio value of \$320.8 million.

Currently, The Bank has a total of twelve active projects (including 2 additional including projects) in the GAFSP portfolio with a total net grant commitment of US\$ 226.63 million at different stages of implementation. From the sixth call for proposals, two country projects from Senegal (US\$20 million), Mauritania (US\$17 Million) and one producer organization project (US\$2.5 million) from Tanzania were successful and are under preparation.

## **2. OBJECTIVES AND ASSIGNMENT DESCRIPTION**

For the account of the Agriculture and Agro-industry department (AHAI), the consultant shall design and implement the strategic communications and external relations programme for the Feed Africa and GAFSP Portfolio. This programme shall engage with target to increase awareness of the work and achievements of the projects and promote knowledge among key stakeholders. The consultant will shape and implement the communication and media engagement action plan for the GAFSP / Feed Africa projects, produce materials, create and manage events.

This role is instrumental to enhancing the visibility of the Department's objectives and initiatives among existing and potential investors, as well as the specialist development community in which operates. The consultant will focus on leveraging the platforms and events of the Bank, Regional Member Countries and other stakeholders in line with the priorities and initiatives of the Department. These activities include media engagement, developing communication and digital materials for the Department's main initiatives and projects, and generating media coverage of events. The consultant will also develop activity plans, including an events calendar, as per the Department's strategic objectives and for key initiatives, as well as contribute to the larger Complex communication initiatives.

## **3. KEY FUNCTIONS OF THE INDIVIDUAL DEVELOPMENT COMMUNICATION AND EVENTS CONSULTANT**

The communication consultant will report to the Bank's Director for Agriculture and agro-industry department (AHAI) through the Lead for Partnership and Coordination. The consultant will collaborate with PCER and AHVP in the discharge of duties.

Among others, the consultant's work will entail the following tasks:

- i. Design Communications strategy and specific products:
    - Design and implement the communication strategy and action plan for the Feed Africa and the GAFSP portfolio
    - Design a communication tool kit, with a strong emphasis on social media, comprising
-

- guidelines on the Bank and GAFSP visual identity; the development of communication plans; Channels of communication; writing and publishing; Different types of communication document formats; Collaborating with the media; communicating within the Bank/GAFSP ecosystem; Public speaking ; etc..
  - Develop adequate communication templates along the toolkit to facilitate
  
- ii. Identify Communication Opportunities:
  - Identify communication opportunities within the Bank, its partners, and at Regional Member Country levels that the Department may leverage and/or co-lead.
  - The consultant will be responsible for proposing creative content to promote Feed Africa and GAFSP mandate and activities and other key documents to support resource mobilization efforts.
  
- iii. Support GAFSP Projects Implementation Units (PIUs):
  - The Consultant will work closely with GAFSP Projects Implementation Units (PIUs) under the Bank portfolio to identify communication needs and opportunities.
  - He/she will engage with the PIUs to design detailed implementation-oriented communication plans for specific to each project
  - Provide guidance to PIUs in the production of communication materials
  - The Consultant will closely work with GAFSP implementing partners to collect information from the field and prepare success stories.
  - The consultant will help secure media, writing and communication training
  
- iv. Boost visibility in the Agriculture development knowledge space:
  - The consultant should produce communication deliverables specifically for GAFSP and Feed Africa in general to increase presence in the global Agriculture development knowledge landscape
  - Support the division in ensuring a prominent presence with communication materials to position the Bank as a key partner and a major player in knowledge and expertise on Africa.
  - The consultant may also be required, in coordination with AHVP Front Office and PCER, to carry out media outreach activities, such as pitching experts, story ideas and articles across traditional, digital and social media platforms, as well as media monitoring.
  
- v. Development of digital content for social media & Bank website
  - Draft and implement a social media strategy that is both innovative and achievable in terms of human and financial resources.
  - Channel social media messaging across all platforms, and assist Task Managers and project teams to engage their audience
  - Coordinate the promotion of success stories and storytelling via Twitter, Facebook, Instagram, LinkedIn and YouTube
  - The consultant shall support the department in ensuring that the content of the Bank website and intranet concerning Feed Africa and GAFSP activities are consistently up to date and relevant.

vi. Newsletters:

- The Consultant shall manage the production of a regular newsletter aimed at keeping Bank staff and the public at large abreast of the Feed Africa & GAFSP portfolio latest activities, such as knowledge products, success stories and partnerships.

vii. Knowledge management and high-quality standard publications:

- The consultant shall lead the editorial, publication and digital management of GAFSP knowledge products and where needed the knowledge products of Feed Africa in general;
- The Consultant will Produce, contribute to, edit and proofread publications fact-based content, key messages, human interest stories, advocacy and outreach materials, including reports, a newsletter, fact sheets, leaflets, brochures, projects briefs, internet and intranet articles, blogs, social media content , press releases, talking points, videos, photos news stories, speeches, presentations, and other communications products for key internal and external audience in support the department work and ensure their quality and support their dissemination
- He/she shall work with third party companies as well as editors and designers to ensure that the production and the dissemination of all knowledge material are of high quality that engages with stakeholders and contributes to the reputation of the Bank.
- The consultant will make sure that deliverables conform to PCER guidelines. In addition to the duties outlined above, the consultant will also be required to take on the role of English/French Editor and edit publications using the PCER Style Guide as reference.

viii. Media relations:

- Coordinating with task Managers and PCER's Media Relations team, the consultant will support the department and the GAFSP team in ensuring a prominent presence in the media. The consultant may also be required to coordinate some aspects of media outreach activities, such as assisting with media interviews and be able to leverage press and social media influencer contacts, in conjunction with PCER, as well as the publication of articles in relevant magazine, newspapers, among others.

ix. Events:

- The consultant will help design, manage, and roll out events such as training, portfolio review meetings, webinars and support the preparation of communication activities and materials for Bank GAFSP team participation at steering committee or international conferences and elsewhere as required.

x. Content archiving and management:

- Be responsible for modern and appropriate filing, archiving of GAFSP/Feed Africa-related photos, video and press contacts to databases managed by GAFSP as well as PCER.

The consultant shall perform any other job-related duties assigned by the program coordinator.

#### **4. KEY DELIVERABLES**

The deliverables under this assignment include and are not limited to:

- Communication action plan delivered;
- Communication materials produced (success stories, videos, etc);
- Archiving and filing is complete; and
- Monthly activity report submitted on time.

At the conclusion of the assignment, the Consultant’s outputs will be evaluated based on the following criteria:

- Outputs
- Quality of work produced
- Reliability and organization

## **5. RECRUITMENT OF THE INDIVIDUAL CONSULTANT**

A shortlist of three to six individual consultants will be established at the end of the stipulated period of request for expressions of interest. Consultants on the shortlist will be assessed based on the following criteria and on the basis of a comprehensive technical proposal clearly showing how the candidate matches the following requirements:

General qualifications and adequacy for the assignment to be undertaken	<b>25</b>
Understanding of the assignment - Similar experience in the area of expertise of the Assignment as described in the TORs and assessment exercise	<b>30</b>
Technical skills - Experience with writing and editing for both traditional and digital media platforms	<b>25</b>
Experience with the Bank and/or other international donors	<b>5</b>
Language proficiency	<b>5</b>
Knowledge of the African regional context	<b>10</b>
<b>TOTAL SCORE</b>	<b>100</b>

## **6. DURATION OF THE ASSIGNMENT**

The assignment will be executed over a period of 1 year (12 months), renewable upon satisfactory services.

## **7. REPORTING**

The consultant shall work under the supervision and report to the Director for Agriculture and agro-industry department (AHAI) through the Lead for Partnership and Coordination. The consultant shall submit monthly progress reports on expected deliverables.

## **8. REMUNERATION**

The Consultant will receive a monthly lump sum. No additional benefits or per diems will be paid. The Consultant is responsible for his/her own health insurance and accommodation costs. The Bank will cover full costs of any required missions and provide per-diem in accordance with rules governing consultant mission travel. The Bank will also cover or reimburse any related costs pre-approved and required to carry out deliverables appropriately.

## **9. DUTY STATION**

The duty station and/or remote work location will be Abidjan, Cote d’Ivoire subject to the Bank’s policy on Work from Home, and Return to Office policies as may apply.

## **10. QUALIFICATIONS OF THE INDIVIDUAL DEVELOPMENT COMMUNICATION AND EVENTS CONSULTANT**

- A Master's degree in the field of the position (e.g. communication/journalism, international relations, political science, economics, development, etc.) and:
- A minimum of 7 years of relevant work experience;
- A good understanding of, or willingness to learn about, agriculture in Africa and related approaches of international organizations;
- Be client- and results-oriented;
- Strong analytical skills, a sense of accuracy and attention to detail;
- Strong verbal and written communication skills;
- Be able to work independently
- Ability to deal with sensitive issues in a multi-cultural environment and to build effective working relations with colleagues;
- Ability to work under pressure and in time-sensitive situations;
- Understanding of media storytelling and the newsgathering process;
- Familiarity with video production, script writing
- Fluency in social media and social media management platforms (Twitter, Facebook, LinkedIn, Instagram, etc.);
- Submit sample(s) of past event management campaigns, noting level of involvement and event impact in application;
- Submit sample(s) of past communication materials, including articles, press releases, video scripts, social media posts, etc. in application;
- Demonstrated experience managing high-level, in person or hybrid events;
- Experience in selecting, contracting and managing external service providers for the production of communications material;
- Fluency in English or French, and knowledge of the other;
- Competent in the use of standard software applications (MS Word, Power Point, Excel), advanced Power Point and layout/design skills will be a distinct advantage; and
- Be a national of one of the member countries of the Bank.
- 

## **11. ELIGIBILITY**

The position is open to nationals of Member Countries of the African Development Bank Group. Interested applicants are encouraged to send an updated Curriculum Vita and samples of communications and/or multimedia material. Selected candidates will be asked to participate in skills assessment exercises. Only shortlisted candidates will be contacted.

## **12. APPLICATION SUBMISSION**

The Agriculture and Agro-industry (AHAI) Department invites Individual Consultants to indicate their interest in providing the above-described services. Interested Consultants shall provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (documents, work samples, reference to similar services, experience in similar assignments, etc.).

The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's Rules and Procedure for the Selection of Corporate Consultants. Please, note that interest expressed by a consultant does not imply any obligation on the part of the Bank to include him/her in the shortlist.

Please send a one page Motivation letter and an updated Curriculum Vitae (see AfDB Personal History Form (PHF) available at

[https://www.afdb.org/fileadmin/uploads/afdb/Documents/Generic-Documents/CONSULTANT\\_JOB\\_APPLICATION\\_FORM.docx](https://www.afdb.org/fileadmin/uploads/afdb/Documents/Generic-Documents/CONSULTANT_JOB_APPLICATION_FORM.docx)

Expressions of interest must be sent to [p.bohaen@afdb.org](mailto:p.bohaen@afdb.org) and [d.benniran@afdb.org](mailto:d.benniran@afdb.org) no later than **02 May 2023 at 17:00 GMT**