

# AFRICAN DEVELOPMENT BANK GROUP



## NIGERIA COUNTRY DEPARTMENT

### REQUEST FOR EXPRESSIONS OF INDIVIDUAL CONSULTANT

#### **COMMUNICATIONS CONSULTANT (LOCAL/NATIONAL)**

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**Brief description of the Assignment:** The African Development Bank is recruiting an Individual Consultant (local/national) to support its operations as Communications Consultant.

The Consultant will assist with the implementation of the Bank's Communication Strategy in order to empower RDNG towards effective information and public relations.

**Department issuing the request:** RDNG

**Place of assignment:** Abuja, Nigeria

**Duration of the assignment:** 6 months

**Tentative Date of commencement:** 08 July 2019

**Deadline for applications:** 01 July 2019

**Applications or requests for clarification are to be submitted by email to RDNG Recruitment Mailbox ([recruit\\_rdnng@afdb.org](mailto:recruit_rdnng@afdb.org)).**

#### **DETAILED TERMS OF REFERENCE**

##### **I. Background and Context**

In line with the Bank's Hi-5 priorities and the Development and Business Delivery Model (DBDM) and its Decentralization Action Plan, the African Development Bank (AfDB) continues to move closer to its clients to enhance delivery, reconfigure HQ to support the regions to deliver better outcomes, strengthen the performance culture to attract and maintain talent, streamline business processes to promote efficiency and effectiveness, and improve financial performance to increase development impact.

In view of the above and in line with the Nigeria Country Department's work programme, there has been increased emphasis on timely and strategic communications to and with clients in both public and private sectors using multiple channels. In this regard, the need to engage a Communications Consultant to support the implementation of the communication strategy is necessary. The Communications Consultant will work as part of a core team and specifically with the Country Operations Manager, under the overall guidance of the Senior Director. The expert will implement the Bank's Communication Strategy to empower RDNG towards effective information and public relations.

## **II. Objective of the Assignment**

The objective of the assignment is to help the African Development Bank in:

- (i) elaborating and implementing the Country Department's outreach and communication programme;
- (ii) developing and carrying out the Bank's communication strategy at departmental level in line with the Country Department's program and operational objectives, to promote and share information on the activities of the office and the Bank in Nigeria
- (iii) producing public relations materials, editing and layout reporting and other promotional material and assisting with planning, publicizing and conducting special events
- (iv) acting as the communications focal point for the office including management of the press and other media enquiries;
- (v) internalizing Bank Group knowledge products into internal and external communications materials
- (vi) advising the Senior Director on all matters of communication (oral, written or otherwise).

## **III. Scope of the Assignment**

### **Strategy**

- Within the framework of the Country Department's program and operational objectives, the consultant will develop communications and information strategy and carry out communications activities to promote and share information on the activities of the office and the Bank.
- Elaborate and implement the Country Department's outreach and communication programme.
- Integrate Bank Group knowledge products into internal and external communications strategy and assist in making knowledge and information available to civil society, researchers and academia.

### **Operations**

- Support project management activities (missions, launches, etc) – compilation of narratives for development outcome communications;
- Assist in implementation of RDNG seminars, workshops and disseminate progress information on these activities.
- Monitor local, international media on coverage of Bank and Nigeria country operations activities and broadcast to staff;
- Internalize Bank Group Disclosure and Access to Information (DAI) policy guidelines for information management; maintain contacts with key information units at the Bank's Communication Department (PCER), as well as with peer institution in the country.
- Organize regular and ad hoc briefings, public information sessions, events and press briefings for effective dissemination of information.

## **Public Relations**

- Conduct corporate public relations, build and sustain relationships with relevant partners and stakeholders.
- Produce public relations materials, edit and layout reports and other promotional material, and assist with planning, publicizing, and conducting special events.
- Build visibility for the Bank in Nigeria using various platforms

## **Publications and Branding**

- Prepare/edit speeches for Senior Director
- Produce and regularly update promotional materials including reports, brochures, folders, etc.
- Ensure appropriate and timely branding of Bank products in line with visual identity guidelines.

## **Media Management**

- Develop strategies for partnerships and maintain databases of partners in the field of communication media;
- Proactively identify media opportunities, and in close liaison with country management team and partners, plan and implement media events, report launches etc;
- Act as communication focal point for the office including management of press and other media inquiries.
- Implement other related tasks commissioned by the RDNG Senior Director or Director, Communications from time to time.

## **DELIVERABLES**

The officer shall submit the following deliverables:

- Prepare/produce Quarterly Newsletters/Bulletins for internal and external dissemination
- Support the Lead Country Economist in the preparation and strategic dissemination Economic Reports on quarterly basis by ensuring quality assurance and compliance with AfDB branding guidelines
- Prepare on a regular basis briefs on projects and important events for PCER news
- Prepare Ad hoc reports/publications as may be required from time to time by the Senior Director

- Report on development impact of projects through multimedia including print, film and social media
- Communication plans for events organized by the Bank in Nigeria, as required.

## **TIME SCHEDULE**

The assignment shall cover a period of 6 months beginning from **08 July 2019, to 07 January 2020.**

The consultant shall work in accordance with the official African Development Bank working hours at RDNG office premise at Abuja.

## **REPORTING**

Under the overall guidance of the Senior Director, the Communications consultant will report directly to the Country Operations Manager, and receive technical guidance from the Manager PCER1.

## **IV. Selection Criteria**

The Bank is looking for a proactive candidate who is committed and driven to deliver quality outputs. The key selection criteria for this position are:

Required Academic Qualification

- A postgraduate degree in communications, journalism or business or development with a communication major, or related field
- At least seven years of post-graduate work experience
- Hands-on experience in dealing with all aspects of corporate communications in international development.

## **COMPETENCIES REQUIRED**

In addition to the above qualifications, the incumbent must demonstrate competencies in the following areas:

- Design and delivery of internal and external communication plans and tools
- Experience in writing media releases, media advisories, copy for web content and as well as other corporate communications content
- Management of relations with service providers
- Knowledge and experience in the work of international organisations
- Proficiency and experience in using desktop publishing tools and design tools is a plus

**Must also possess the following skills at the minimum:**

- Superior client relationship skills and capacity to deliver high quality work within deadlines;
- Experience with investment banks, multilateral and bilateral institutions;
- Experience in Nigeria
- Cross cultural sensitivity;
- Working language: Excellent English speaking and writing skills;

- Communications, organization, research and report writing skills;
- Competence in the use of standard Microsoft Office applications (Word, Excel, Access, PowerPoint);
- Autonomy, drive and adaptability.

## **V. Contract Duration and location of the assignment**

The contract with the selected candidate will last for a period of six months renewable based on satisfactory performance. The duty station for the assignment is Abuja, Nigeria and may require missions within Nigeria but outside Abuja or outside Nigeria.

## **VI. Remuneration**

The proposed remuneration will be defined based on the candidate's financial proposal in compliance with the Bank's established remuneration scale considering requisite qualifications and experience.

## **VII. Application and Evaluation Processes**

Interested candidates are required to express their interest by submitting their CVs detailing their qualification and experiences to the email addresses provided above by 17:30 Hrs. GMT on Monday, 01 July 2019, and indicate "Individual Consultant Services –Communication Consultants" in the subject.

The prospective consultants' expression of interest will be evaluated based on the following criteria:

i.	Academic Qualifications	10%
ii.	Experience in specific assignments described in the TOR and suitability for the task to be performed	45%
iii.	Experience with international organizations	20%
iv.	Language Proficiency	10%
v.	Knowledge of the Region, and Nigeria in particular	15%

Only consultants who will score more than 76% can be considered for the next step and be invited to submit financial proposals.