

# AFRICAN DEVELOPMENT BANK

## AFRICAN WATER FACILITY

### REQUEST FOR EXPRESSIONS OF INTEREST

#### Communication Specialist Consultant at the African Water Facility

- 1) The African Water Facility (AWF) hereby invites high calibre, suitably qualified and experienced **Individual Consultants** to indicate their interest in the following Assignment: **Communication Specialist Consultant at the African Water Facility**.
- 2) The services to be provided under the Assignment include to assist the AWF to develop and implement a highly effective communication program that will increase awareness and understanding of the AWF through strategic activities designed to communicate AWF's progress, achievements, results and impacts to its main stakeholders, that is, AWF's partners, donors and the general public.
- 3) The Terms of Reference for the Assignment are specified in Appendix I to this Invitation. You may comment on the TORs of the assignment.
- 4) The AWF invites high caliber, suitably qualified and experienced Individual Consultants to indicate their interest in providing the above-described services. Interested eligible Individual Consultant shall provide information on their qualifications and experience demonstrating their ability to provide the services (documentation, references for similar services, experience in comparable assignments, availability of qualified staff, etc.).
- 5) The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's **Procurement Policy and Procedure for Corporate Consultants Recruitment**. Please, note that interest expressed by an Individual Consultant does not imply any obligation on the part of the Bank to include it in the shortlist.
- 6) Interested individuals may obtain further information at the address below during office hours from 8:00 to 12:00 a.m. and 2:00 to 5:00 p.m. local time in Cote D'Ivoire.
- 7) Expressions of Interest must be delivered in French or in English to the address below by the **06 June 2023 at 5.00pm (Abidjan time)** and mention "**Expression of Interest: Communication Specialist Consultant at the African Water Facility**".

Attn: Mr. Mtchera Chirwa, Coordinator, AWF  
Immeuble CCIA Abidjan Plateau, Avenue Jean-Paul II  
01 BP 1387, Abidjan 01 Cote D'Ivoire  
E-mail: [m.chirwa@afdb.org](mailto:m.chirwa@afdb.org)  
Copy: [f.kargbo@afdb.org](mailto:f.kargbo@afdb.org); [s.bas.blazyk@afdb.org](mailto:s.bas.blazyk@afdb.org)

**AFRICAN DEVELOPMENT BANK GROUP  
WATER DEVELOPMENT AND SANITATION DEPARTMENT  
AFRICA WATER FACILITY**



AFRICAN DEVELOPMENT BANK GROUP  
GROUPE DE LA BANQUE AFRICAINE  
DE DEVELOPPEMENT



Avenue Joseph Anoma, 01 BP 1387, Abidjan, Côte d'Ivoire

**TERMS OF REFERENCE**

**Communication Specialist Consultant at the African Water Facility**

## **1 BACKGROUND**

The African Water Facility (AWF), hosted at the African Development Bank hereby invites Individual Consultants to indicate their interest in the assignment as short-term Consultant Communications Specialist.

The services to be provided under the assignment consist of working in a small team and providing communication support to the AWF Secretariat team in the implementation of the AWF activities as approved by the relevant authorities, as well as provide some communications to the wider Bank Water Development and Sanitation Department (AHWS).

The probable duration of the assignment is twelve months with an estimated starting date of 01 July 2023

## **2 OBJECTIVE AND SCOPE OF THE ASSIGNMENT**

### **2.1 Background**

In light of its wide scope of strategic objectives, the African Water Facility at the African Development Bank (the Bank) is seeking a highly motivated and dynamic Communications Specialist to support its communication strategy with the aim of expanding the visibility and outreach of AWF. The incumbent will have to design, implement measure success of a comprehensive communication strategy program with a focus on generating communications content, reputation management, knowledge dissemination and advocacy, as well on the developmental results delivered and, ensure that AWF is branded in way that is consistent with its vision and mission, and leverage its niche positioning.

The African Water Facility (AWF) was established in 2004, under the initiative of the African Ministers' Council on Water (AMCOW), to mobilize resources to finance water resources development activities in Africa. It is hosted and managed by the African Development Bank,

specifically, within the Water Development and Sanitation Department (AHWS) is part of the Bank's Agriculture, Human and Social Development Complex (AHVP). Since its operationalization in 2006, the AWF has developed a grant portfolio of 133 projects in 52 countries, including the most vulnerable countries.

AHWS is responsible for the coordination of the Bank's water development and sanitation-related activities and to contribute to achievement of the High 5s: Light up and Power Africa; Feed Africa; Industrialize Africa; Integrate Africa; and Improve the Quality of Life for the People of Africa. Through its two Divisions: AHWS.1 for water coordination and partnerships, and AHWS.2 for water security and sanitation, and the African Water Facility (AWF), the Department supports regional hubs and country offices in the development and promotion of new knowledge, approaches and tools for green and inclusive water resources development and management, and for improved sanitation. The Department is also responsible for the origination of Non-Sovereign Operations (NSOs). In so doing, the Department leads the scaling-up of the Bank's contribution to Africa's efforts to attain water security and sanitation for sustainable socio-economic transformation

The AWF's mission is to be "the main instrument for water in Africa providing assistance and facilitating the mobilization of resources to address the huge investment gap that is needed for the development of water infrastructure."

The vision of the AWF is 'Towards water for all by 2025', which implies ensuring water for all citizens for all uses – drinking, hygiene, sanitation, industry, agriculture, energy, transport, tourism and ecosystems.

## 2.2 Objectives of the assignment

The main objective of the assignment is to assist the AWF to develop and implement a highly effective communication program that will increase awareness and understanding of the AWF through strategic activities designed to communicate AWF's progress, achievements, results and impacts to its main stakeholders, that is, AWF's partners, donors and the general public.

The assignment is intended to make AWF and AHWS communication effective in view of:

- i) Resource mobilization with donors and philanthropies;
- ii) Collaboration with Regional Member Countries (RMCs), development partners, NGOs, CSOs and the private sector;
- iii) Raising visibility of AWF and AHWS within the Bank and in the international cooperation space;
- iv) Coordination of water-related communication activities across the Bank's departments and initiatives; and
- v) Production and dissemination of knowledge products and best practices that will enhance the impact of AWF interventions by the Bank and other stakeholders.

## 2.3 Scope of work

The Consultant will be responsible for generating content in the form of success stories, press releases, videos, social media posts, speeches, progress reports and other items, some of which are detailed below:

**i) Web multimedia content maintenance:**

- Collaborating with external service providers recruited for specific deliverables related to revamping of the AWF Website
- Updating the African Water Facility website, writing, generating and editing multimedia content for the AWF website.
- Updating the AWF page on the Bank's website in collaboration with Bank's Communication and External Relations Department (PCER), to ensure the content of its webpage is up to date and relevant.
- Evaluating and resolving issues with the AWF website in collaboration with the Bank's web technical team.

**ii) Publications:**

- Content management, editing, proof reading and supervising the production of publications (reports, fact sheets, leaflets, brochures, country briefs, etc.), and ensuring their quality, printing and dissemination.
- Drafting forewords and acknowledgements for reports may occasionally be needed.
- Managing the various steps of the process leading from design to print, in collaboration with PCER.

**iii) Social Media:**

- Managing the day-to-day running of the African Water Facility's social media platforms such as Twitter, Facebook, YouTube and LinkedIn.
- Creating engaging content for AWF's audiences across social media platforms.

**iv) Outreach campaigns:**

- Work with the AWF Secretariat to design and implement outreach campaigns targeting specific stakeholders and key audiences.
- Use the tools available such as digital platforms, social media, print and broadcast media as well as innovative visual campaigns to engage audiences with captivating stories and strategic messages.
- Build and manage AWF and AHWS stakeholder relations, i.e. the African Minister's Council on Water (AMCOW) Secretariat, water and sanitation sector institutions in Regional Member Countries (RMCs), donor representatives, non-governmental organizations in both RMCs and non-RMCs as well as civil society organizations.
- Managing public relations at stakeholder events from conception to implementation.

**v) Knowledge landscape presence:**

- Liaise with the Communications and External Relations Department (PCER) to support the expected growing presence of AWF in its leading role in the Bank's COVID-19 response and beyond.

**vi) Events:**

- Support the design, management and roll out of thematic events such as seminars, roundtables, and participation in conferences and the Bank's Annual Meetings. This also involves branding these events in coordination with PCER and communicating the AWF

and AHWS involvement and their outcomes. This may also include the preparation, review and editing of concept notes, meeting documents, articles and reports etc., as needed by AWF and AHWS.

vii) **Media relations:**

- Support the AWF Secretariat in ensuring a prominent presence in the media.
- Carry out media outreach activities, such as pitching AWF experts, story ideas and articles across traditional, digital and social media platforms, as well as media monitoring, in coordination with AHVP Front Office and PCER.

viii) **Knowledge management and desktop publication:**

- Support the AWF in collaborating with work of external service providers recruited to produce knowledge material for AHWS and AWF, such as the AWF 15-year Anniversary Publication.
- Lead the editorial, publication and digital management of AWF's knowledge products and, where needed, contribute to the knowledge products of other Bank Departments.
- Work with third-party companies as well as editors and designers to ensure that the production and dissemination of all knowledge material are of international standard.
- Engage with stakeholders and contribute to the reputation of AWF and the Bank.
- Ensure that deliverables conform with PCER guidelines.

ix) **Content archiving and management:**

Responsible for modern and appropriate filing, archiving of AWF-related photos, video and press contacts to databases managed by the AWF, AHVP, PCER.

### **3 REPORTING LINE**

The consultant will be reporting to the Coordinator of AWF, in coordination with the AHVP Front Office, and works under the guidance of the Bank's Communication and External Relations Department (PECR).

### **4 QUALIFICATIONS AND EXPERIENCE REQUIRED**

The assignment will be undertaken by an individual Consultant who meets the following criteria:

- a) A Master's degree in communication, journalism, international relations, political science, international development or equivalent.
- b) Should have at least 6 years of experience in knowledge management and publications, management of social media, web multimedia content maintenance, review/ preparation of strategic plans with emphasis on the on water and sanitation, water resources management.
- c) Good understanding of, or willingness to learn about, water and sanitation, water resources management, transboundary water related issues in Africa and the approaches of international organizations;

- d) Client and results orientation with strong analytical and communication skills (verbal and written), sense of accuracy and attention to detail;
- e) Understanding of the newsgathering and media storytelling process;
- f) Experience in updating web content, feeding social media and using Microsoft standard software as well as desktop publishing suites;
- g) Experience in selecting, contracting and managing external service providers for the production of communications material;
- h) Ability to deal with sensitive issues in a multi-cultural environment and to build effective working relations with colleagues;
- i) Ability to work under high pressure and in time sensitive situations;
- j) Familiarity with Adobe Edit Suite;
- k) Fluency in social media and social media management platforms (Twitter, Periscope, LinkedIn, etc.); fluency or willingness to learn about web content management systems;
- l) Sample(s) of past event management campaigns, noting level of involvement and event impact;
- m) Sample(s) of past communications materials, including articles, press releases, video scripts, social media posts, etc;
- n) Fluency in English or French, and knowledge of the other;
- o) Competent in the use of standard software applications (MS Word, Power Point, Excel);
- p) Be a national of one of the member countries of the Bank.

## **5 TIME FRAME AND PLACE OF WORK**

The Consultant will commence the assignment on 01 July 2023. The assignment is anticipated to last for a period of twelve months and the assignment will be home-based.

## **6 REMUNERATION**

The Consultant will receive a monthly all-inclusive fee to be negotiated upon contract signature, and in compliance with the Bank's established remuneration scale, considering requisite qualifications and experience. No additional benefits or per diems will be paid while in Abidjan. The Bank will cover full costs of any required missions and provide per-diem in accordance with rules governing consultant mission travel. The Consultant is responsible for his/her own health insurance and accommodation costs.

## **7 ELIGIBILITY**

The position is open to nationals of one of the 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 such as past event management campaigns, noting level of involvement and event impact; samples of past communications materials, including articles, press releases, videos, social media posts, etc.