

# REQUEST FOR EXPRESSIONS OF INTEREST

## Individual Communication Specialist Consultant at the African Water Facility (AWF) AFRICAN DEVELOPMENT BANK

Immeuble CCIA, Avenue Joseph Anoma, 01 B.P. 1387, Abidjan, Côte d'Ivoire

African Water Facility (AWF), Water Development & Sanitation Department (AHWS)

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1. The African Development Bank hereby invites Individual Consultants to indicate their interest in the following Assignment: **Individual Communication Specialist Consultant at the African Water Facility.**
2. The AWF is an initiative of the African Ministers' Council on Water (AMCOW) that aims to mobilize resources to finance water resources management and development activities in Africa. The AWF was established as a special water fund hosted by the African Development Bank (AfDB) in 2004 and commenced operations in 2006. The Instrument for the Establishment of the AWF Special Fund provides the legal framework for the administration and operations of the AWF and specifies the trusteeship responsibilities of the African Development Bank. The AWF is the sole continental wide African project-preparation Facility dedicated exclusively to the Water Sector. Since inception, the AWF has mobilized approximately €220 million from 18 donors for its programs. The AWF is hosted withing the Water Development & Sanitation Department of AfDB (AHWS).

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."

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

- Resource mobilization with donors and philanthropies;
- Collaboration with Regional Member Countries, development partners, non-governmental organizations, civil society organizations and the private sector;
- Raising visibility of AWF and AHWS within the Bank and in the international cooperation space;
- Coordination of water-related communication activities across the Bank's departments and initiatives; and
- Production and dissemination of knowledge products and best practices that will enhance the impact of AWF interventions by the Bank and other stakeholders.

- 4 The AWF 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, reference to similar services, experience in similar assignments, 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 a consultant does not imply any obligation on the part of the Bank to include him/her in the shortlist.
- 6 The estimated duration of services is **12 months**, with the possibility of extension subject to performance. The estimated starting date is **01 August 2025**. The duty station is **Abidjan, Côte d'Ivoire**.
- 7 Interested Individual Consultants may obtain further information at the address below during the Bank's working hours: from 08:00 to 17:00 hours, Abidjan Local Time.
- 8 Expressions of Interest must be **received by email** at the address below no later than **Friday 18 July 2025 at 17h00, Abidjan local time** and specifically mentioning **"Communication Specialist Consultant -African Water Facility (AWF)**.

For the attention of:

**Mr. Samuel BLAZYK**

OIC, African Water Facility (AWF)

Immeuble CCIA, Avenue Jean-Paul II 01 BP 1387, Abidjan, Cote d'Ivoire

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## ESTABLISHMENT OF THE SHORT LIST

9. A shortlist of three to six individual consultants will be established at the end the request of expressions of interest. The consultants on the shortlist will be judged on the following criteria on the basis of their updated resume.

General qualifications and adequacy for the assignment to be undertaken	30%
Experience in the area of the assignment as shown in work samples and understanding of the terms of reference	45%
Experience with the Bank and/or other international development organizations	15%
Knowledge of the Region (Africa)	5%
Language proficiency	5%
Total	100%

## Selection process

The shortlisted candidates will then be evaluated based on a live written test (camera on) aimed at checking the accuracy of their work and their journalistic writing skills.

## **Terms of Reference**

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

#### **BACKGROUND**

The African Water Facility (AWF), hosted at the African Development Bank hereby invites Individual Consultants to indicate their interest in the assignment as long-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 August 2025**.

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

##### **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 and 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, 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, AWF has developed 148 projects in 52 countries, providing €220 million in financing and leveraging downstream investments of at least €2 billion.

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. 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 beyond 2025', which implies ensuring water for all citizens for all uses – drinking, hygiene, sanitation, industry, agriculture, energy, transport, tourism and ecosystems.

## **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, development partners, non-governmental organizations, civil society organizations 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.

## **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, support preparation of briefs for the AHVP Vice President and the Bank President, as well as and other items, some of which are detailed below:

### **i) Web multimedia content maintenance:**

- 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.

- Support the 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 Secretariat, water and sanitation sector institutions in Regional Member Countries, donor representatives, non-governmental organizations in both Regional Member Countries and non-Regional Member Countries 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 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 in collaboration with the Bank's events planning ecosystem as applicable. 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:**

- In collaboration with PCER, 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 materials of an international standard for AHWS and AWF,
- 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.

**x) Other**

- Develop and execute social media strategies, engagement plans, content calendar and proactive event planning for significant dates like World Toilet Day, World Food Day, World Water Day, etc.
- Contribute to regular meetings of the Complex's communications team.

**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.

**QUALIFICATIONS AND EXPERIENCE REQUIRED**

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

- A Master's degree in communication, journalism, international relations, political science, international development or equivalent.

Minimum of 6 years of relevant work experience in knowledge management and publications, management of social media, web multimedia content maintenance, review/ preparation of strategic communications plans with emphasis on water and sanitation, water resources management.

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.

Ability to translate technical project documents into engaging communications outputs that are accessible to the press and wider public, including success stories, case studies, and multimedia content.

Client and results orientation with strong analytical and communication skills (verbal and written), sense of accuracy and attention to detail.

Understanding of the newsgathering and multimedia storytelling process.

Experience in updating web content, feeding social media and using Microsoft standard software as well as desktop publishing programs - familiarity with graphic design and video platforms like Canva, Toonly, iMovie, Quick or Adobe Edit Suite is a distinct advantage.

Experience in selecting, contracting and managing external service providers to produce communications material at an international peer organization standard.

Ability to deal with sensitive issues in a multi-cultural environment and to build effective working relations with colleagues.

Ability to work proactively, innovatively and independently under high pressure and in time sensitive situations.

Fluency in social media and social media management platforms (Twitter, Periscope, LinkedIn, etc.); fluency or willingness to learn about web content management systems.

Demonstrated experience via sample(s) of past event management campaigns, noting level of involvement and event impact.

Demonstrated experience via sample(s) of past communications materials, including articles, press releases, video scripts, social media posts, etc.

Fluency in **English or French**, with working knowledge of the other language.

Experience in managing a calendar/pipeline of communications products.

Be a national of one of the member countries of the Bank.

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

The Consultant will commence the assignment on **01 August 2025**. The assignment is anticipated to last for a period of **twelve months** with the possibility of an extension based on performance. The duty station is **Abidjan, Côte d'Ivoire**.

## **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. The Consultant is also responsible for establishing and maintaining reliable and high-speed/broadband internet connectivity throughout the consultancy.

## **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 a cover letter,

updated Curriculum Vita and samples of communications and/or multimedia material (articles, press releases, videos, social media posts, etc.) such as past event management campaigns, noting level of involvement and event impact. Expressions of interest not including samples of work will not be considered. Only shortlisted candidates will be contacted and may be asked to participate in assessment exercises and possible video interview.