

## REQUEST FOR EXPRESSIONS OF INTEREST FOR A LONG TERM INDIVIDUAL CONSULTANT

AFRICAN DEVELOPMENT BANK  
01 B.P. 1387 Abidjan 01 - Côte d'Ivoire  
Independent Development Evaluation  
Knowledge Management, Outreach and Capacity Development Division (IDEV.3)  
HQ Building, office 06 N14  
E-mail: [j.musumba@afdb.org](mailto:j.musumba@afdb.org); [m.cobinah-ebrottie@afdb.org](mailto:m.cobinah-ebrottie@afdb.org);  
Telephone: + (225) 2026 2354/3131

The African Development Bank hereby invites Individual Consultants to indicate their interest in the following Assignment: **recruitment of a long term communication consultant to help the division achieve its strategic objectives.**

The services to be provided under the Assignment include:

- planning and leading internal and external communication efforts to strengthen awareness of evaluation activities and knowledge;
- raising the profile and visibility of IDEV and of evaluation in general;
- undertaking communications activities and using appropriate tools, including social media, videos, animations, etc., to disseminate core evaluation findings and key messages to various target audiences;
- drafting, editing and disseminating blogs, press releases, statements, speeches, media advisories, fact-sheets, press/media kits; providing drafting and editorial support to IDEV management; ensuring the quality of the products are at the same level and of high quality;
- organizing communication activities such as press conferences and media interviews with IDEV management and evaluation experts.
- participating in the planning of knowledge sharing meetings, seminars, trainings, conferences and special events to ensure appropriate communications before, during, and after the event.
- ensuring appropriate layout and publication of evaluation reports, knowledge products and other promotional materials, and overseeing the publications process (desktop publishing);
- undertaking other duties as necessary for the development and maintenance of IDEV websites, e-news, and other means of communication and dissemination; development of a web management and governance framework; and
- reporting on site usage and recommending enhancements in navigation, functionality and content.

The Knowledge Management, Outreach and Capacity Development Division (IDEV.3) of the Independent Development Evaluation (IDEV) 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.)

The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's Procurement Policy Framework for projects financed by the Bank Group, October 2015 Edition, available on the Bank Website at <http://www.afdb.org>. 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.

The estimated duration of services is **twelve (12) months** and the estimated starting date is **01 August 2017**.

Interested Individual Consultants may obtain further information at the address below during the Bank's working hours (09h00 to 17h00 GMT Abidjan local time)

Expressions of interest must be received at the address below **no later than 20 June 2017 at 17h00 GMT** local time and specifically mentioning **recruitment of a long term communication consultant for IDEV.3**

For the attention of: **Mrs. Karen Rot-Munstermann**

***Independent Development Evaluation***

***African Development Bank***

***Avenue Joseph Anoma***

***01 BP 1387, Abidjan 01, Côte d'Ivoire***

***Tel. (Standard): +225 20 26 10 20***

***E-mail: j.musumba@afdb.org; m.cobinah-ebrottie@afdb.org.***

***Telephone: + (225) 2026 2354/3131***

## **ESTABLISHMENT OF THE SHORT LIST**

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.

Level of education in general (10%)

- Master's degree (5%)
- Working knowledge of relevant computer software such as MS Office, SharePoint, Adobe, electronic email procedures (5%)

Educational level compared to the field of mission (15%)

- Master's degree in communications, languages, or other related field, such as journalism, interactive telecommunications, public affairs, international relations (5%)
- Fluency in English, with a strong working knowledge of French (10%)

Years of experience in general (35%)

- Good knowledge of development in the region. Experience with working in Africa. (5%)
- Prior experience with M&E in the area of development (5%)
- Previous working experience with international development agencies (5%)
- Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative (10%)
- Proven writing, editing and language skills, and an ability to convey complex ideas in a concise, clear, direct, and lively style (10%)

Number of years of experience relevant to the mission (40%)

- 6-8 years (with Master's) of relevant work experience (10%)
- Proven experience and understanding of communications and outreach at the international level, and proven ability to position and advocate for issues effectively (5%).
- Experience working on conception, design, packaging and dissemination of knowledge products to a variety of audiences, and understanding of channels of dissemination (10%)
- Experience in various forms of communications production and marketing, such as publications, Internet communication strategies, blogging, web-based programming and on-line campaigning (10%).
- Demonstrated ability to build and nurture strong relations with the media (5%)

## Terms of Reference

The overarching mission of Independent Development Evaluation (IDEV) at the African Development Bank Group is to enhance the development effectiveness of the Bank's operations in its regional member countries (RMCs) through independent and influential evaluations of all aspects of the Bank's work, proactive engagement in evaluation partnerships and knowledge-sharing activities. IDEV also collaborates with bilateral and multilateral development agencies' evaluation departments, and undertakes joint evaluation of co-financed projects and programs. In addition, the Independent Evaluation Strategy which guides IDEV's work, emphasizes learning from evaluations and promoting an evaluation culture, both within the Bank Group and in its RMCs. IDEV comprises three divisions:

- IDEV.1 focuses on evaluations of infrastructure and private sector policy/strategy and operations, and contributes to dissemination and outreach in these areas.
- IDEV.2 focuses on agriculture, governance, human development, country, regional, and corporate evaluations, and contributes to dissemination and outreach related to these evaluations.
- IDEV.3 is responsible for knowledge management, outreach and strengthening evaluation capacity at the Bank and in regional member countries. Its key responsibilities include the following:
  - Implementing knowledge management, communication, and outreach activities.
  - Producing evaluation knowledge products, including the quarterly knowledge publication "Evaluation matters", and ensuring their dissemination.
  - Fostering evaluation capacity development in the Bank and in its RMCs.
  - Promoting IDEV as a center of evaluation excellence and leading efforts to build international partnerships.

In this context, IDEV.3 is seeking to recruit a high-performing and experienced communications specialist to help the division achieve its strategic objectives.

This one-year assignment, with possibility of renewal for a second year, will begin in August 2017, and is located at the Bank's Headquarters in Abidjan, Côte d'Ivoire. After 12 months, the Consultant will be expected to produce a report with details of activities undertaken during the assignment and recommendations for IDEV on communications work. These terms of reference define the purpose, scope and expected deliverables related to the assignment.

### **Duties and Accountabilities:**

The Communications Consultant will report to the IDEV.3 Division Manager, and will work closely with the Principal Knowledge Management Officers on different knowledge management and communication projects. The core responsibilities of the Communications Consultant include the following:

1. **Plan and lead internal and external communication efforts to strengthen awareness of evaluation activities and knowledge, and raise the profile and visibility of IDEV and of evaluation in general.**
  - Develop a short to medium term communications strategy and action plan for IDEV.

- Produce and disseminate various communications materials, including stories and news on evaluations and development, outreach materials, briefings, articles, media advisories, press releases, statements, speeches, fact-sheets, press/media kits, videos, animations, publicity materials, and write ups about events and outcomes of IDEV, its external partners, and the Bank's client countries, for a variety of channels including the intranet and Internet websites, blogs, e-news, media and other communication channels, in accordance with AfDB guidelines.
  - Organize communication activities such as press conferences and media interviews with IDEV management and evaluation experts.
  - Participate in the planning of knowledge sharing meetings, seminars, trainings, conferences and special events to ensure appropriate communications before, during, and after the event.
  - Expand contacts with traditional print, audio-visual, and social media outlets (national, regional and international) to enhance coverage of IDEV's areas of work;
  - Support IDEV in enhancing internal capacity for communication, knowledge sharing and media outreach.
  - Raise internal awareness of communications approaches, progress, and best practices.
  - Develop clear, consistent and timely responses to media and external inquiries, working closely with AfDB's Communications and External Relations Department.
2. **In collaboration with IDEV knowledge management and evaluation task managers, ensure appropriate layout and publication of evaluation reports, knowledge products and other promotional materials, and oversee the publications process (desktop publishing).**
3. **In collaboration with IDEV knowledge management and evaluation task managers, undertake communications activities, including social media as appropriate, to disseminate core evaluation findings and key messages to various target audiences**
- Participate in the planning of a dissemination and knowledge sharing strategy/plan for each IDEV evaluation, to ensure appropriate communication about the evaluation.
  - Scale up IDEV's multi-media activities by mobilizing knowledge on different modes of communications to disseminate critical information in a timely manner.
  - Enhance and manage IDEV's social media presence (including blogs, Twitter, Facebook, etc.), in line with AfDB guidelines, and develop strategies for engaging with evaluation and other audiences through social media.
  - Keep up to date on new social media tools and best practices and identify new opportunities for achieving IDEV objectives.
  - Liaise with other IDEV staff to assist with their communication needs as appropriate.
4. **Other duties as necessary for the development and maintenance of IDEV websites, e-news, and other means of communication and dissemination; development of a web management and governance framework; reporting on site usage and recommending enhancements in navigation, functionality and content.**

### **Selection Criteria**

- Master's degree in communications, Languages, or other related field, such as journalism, interactive telecommunications, public affairs, international relations.
- 6-8 years (with Master's) of relevant work experience.
- Fluency in English, with a strong working knowledge of French.
- Previous working experience with international development agencies would be an asset.

- Good knowledge of development in the region. Experience with working in Africa is desirable.
- Prior experience with M&E in the area of development is an advantage.
- Experience working on conception, design, packaging and dissemination of knowledge products to a variety of audiences, and understanding of channels of dissemination.
- Experience in various forms of communications production and marketing, such as publications, Internet communication strategies, blogging, web-based programming and on-line campaigning.
- Demonstrated ability to build and nurture strong relations with the media.
- Proven experience and understanding of communications and outreach at the international level, and proven ability to position and advocate for issues effectively.
- Proven writing, editing and language skills, and an ability to convey complex ideas in a concise, clear, direct, and lively style.
- Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative.
- Working knowledge of relevant computer software such as MS Office, SharePoint, Adobe, electronic email procedures.