

**SELECTION OF CONSULTING SERVICES
INDIVIDUAL CONSULTANT**

ASSIGNMENT TITLE:

**RECRUITMENT OF INDIVIDUAL CONSULTANT TO SUPPORT COMMUNICATION
DEVELOPMENT AND PUBLICISING OF AU'S PROGRAMMES**

Reference No.: AUC/DIC/C/323

RECRUITMENT OF INDIVIDUAL CONSULTANT TO SUPPORT COMMUNICATION DEVELOPMENT AND PUBLICISING OF AU'S PROGRAMMES

BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a New Partnership worldwide. Its Headquarters is located in Addis Ababa, Ethiopia.

The vision of the AU is that of "An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena". To achieve this vision, the AU works with various development partners to implement high impact initiatives aimed at driving continental economic growth and development.

One of the key development partners to the African Union is the European Union (EU) which has partnered with the AU on various capacity building initiatives including enhancing the developmental and dissemination of information about the various AU programmes and projects through the Directorate of Information & Communication (DIC) of the AU Commission (AUC) under the AUSPIII programme.

OBJECTIVE

The objective of this consultancy is to support the implementation of the AUC Communication plans geared to promote awareness around the AUs activities and programmes carried out in collaboration with key development partners.

SCOPE OF THE CONSULTANCY

The individual consultant hired to undertake this assignment will amongst others tasks be expected to assist in the development of communication material aimed to create awareness of the various activities being carried out to influence the development agenda, promote public and media outreach and mobilise support for the programmes of the African Union Commission.

The Communication officer should promote a client-oriented approach in communication activities and work in close collaboration with the staff, AU organs and Specialized Agencies, Member States Information and Communication Government officials, the media, multilateral and bilateral partners and civil society.

The individual consultant will work under the supervision of the Head of Communication Division in the Directorate of Information and Communication.

The individual consultant will be required to undertake, but not limited to, the following tasks:

a. Communication Planning & Implementation

- To contribute to the development and review of communication plans to support key initiatives for the department
- Work with the specifically assigned departments of the AUC to understand their needs and provide communication support for their activities
- Identify key issues and initiatives for AU and support the development of Crisis Communication plans to mitigate against any potential risks
- Ensure the dissemination of updated and correct use of the approved AU brand identity iconography and other trademarked or copyrighted material for use in programmes or by partners
- Coordinate the programmes and projects for public participation and awareness for key campaigns as assigned
- Support coverage of AUC events at HQ and on missions

b. Content & Editorial Support

- Support the Head of Division in reviewing editorial content prior to final review and publication
- Produce written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
- Work with the multimedia and web team to develop content for digital platforms including webcasts, podcasts, video animations / documentaries as per approved plans
- Work with Multimedia and Web teams as well as the information division to ensure coverage of AU events and ensure records of material are assigned references and digitally archived.

c. Digital Platform Communication

- Work with the web team to provide content in the official languages for use on digital platforms
- Monitor development in digital media platforms and provide updates on trends that can be used to enhance AU profile through relevant content development
- Ensure the AU Social media channels are updated with content of communication activities

d. Knowledge Management

- Compile and disseminate information to focal persons within AU departments and organs and other key stakeholders
- Identify and categorise key communication stakeholders (individuals / groups) and work with the database officer to create electronic databases that will assist the African Union to categorise, target and communicate more effectively to key audiences on both traditional and digital media
- Ensure all records of communication activities under his / her jurisdiction are availed to DIC central database and filed for institutional knowledge and reference

e. Innovation

- Keep abreast of new technologies and to propose adoption of relevant new communication technologies

f. Advocacy & Public Relations

- Work with AU departments and organs to identify opportunities for engagement and advocacy with key stakeholders e.g. academia, civil society, private sector etc.
- Identify key events regionally and globally and identify strategies for creating awareness about AU activities at these events e.g. Economic forums
- Assist in conducting AUC educational guided tours at the AU Headquarters (including supervision of Volunteers or Interns assigned to carry out tours)

g. Activity & Budget Management

- Work with administrative assistant to prepare budget requests for communication division activities
- Follow up the procurement process of goods and services for communication related activities

h. Reporting

- Provide regular (monthly, quarterly and annual reports) of communication activities engaged in within the department

i. Research

- Keep abreast of trends in public sector and international development organisational issues as relates to communication and provide reports that can assist AU in engaging its various publics e.g. Afro Barometer reports
- Support Brand and Advertising officer in conducting internal as well as external research to gauge communication effectiveness

j. To perform any other duties as assigned by the supervisors.

KEY DELIVERABLES AND DURATION OF THE CONSULTANCY

- The individual consultant is expected to produce all documents produce written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
- List of key communication products produced such as press releases, tweets, input for social media during coverage of AUC events at HQ and on missions
- Report of content developed for digital platforms including webcasts, podcasts, video animations / documentaries as per approved plans
- translation of content for use on digital platforms
- Report of educational guided tours at the AU Headquarters (including supervision of Volunteers or Interns assigned to carry out tours)

ACADEMIC QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED

The Individual consultant should have the following requisite skills and experience:

- Undergraduate degree in Marketing, Communication, or Public Relations Sector or related field (Master's degree would be an added advantage)
- At least Seven (7) years of progressively relevant working experience in the areas of brand management, public relations, or corporate communications in a reputable organisation preferable with multiple country responsible on in the international public sector
- Experience in using social platforms
- Experience in writing editorial content and producing publications ideally for public sector / social issues
- Experience working within African Union or similar public sector institutions will be an added advantage

LANGUAGES

- Proficiency in English and one of the AU official languages is a must. Knowledge of second languages would be an added advantage

.The Candidate should be available to take up the role from the 1st of August 2018. Or any other period as may be subsequently agreed by the parties in writing

EXPERIENCE, KNOWLEDGE AND UNDERSTANDING

The African Union Commission now invites eligible Individual consultants to send their CVs and indicate their interest in providing the Services. Interested Individual consultants must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services. Consulting firms may propose individual consultant, but only the experience and qualifications of individual shall be used in the selection process, and that his or her corporate experience shall not be taken into account, and the contract would be signed with the proposed individual. This Call for Expression of Interest will lead to the preparation of a Short List of individual consultants. For evaluation of the expressions of interest the following criteria will be applied:

1. General Education Qualification and Relevant Training (15 points);
2. Experience Related to the Assignment (85 points);

The Individual consultant will be selected in accordance with the procedures set out in the Africa Union Procurement Guidelines. Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time.

CVs should be submitted to the address below (by mail, or by fax, or by e-mail) not later than 15:00 hour's local time, July 27, 2018

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