AFRICAN UNION

الاتحاد الأفريقي

UNION AFRICAINE

UNIÃO AFRICANA

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# TERMS OF REFERENCE

## Consultancy Services - Creative Communication & Advertising Expert within the Directorate of Information & Communication AUC/DIC/C/003

**BACKGROUND**

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was established on 26 May 2001 in Addis Ababa and launched on 9 July 2002 in South Africa, replacing the Organisation of African Unity (OAU). 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 African Union is that of **"An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena".** This vision of a new, forward-looking, dynamic and integrated Africa will only be realised through the involvement, commitment and full participation of African Citizens in the transformation of the continent. The involvement of African Citizens calls for the African Union to strive and live up to its ambition of being a ***People-centred Union*** through active communication and branding of the programmes of the African Union.

It's in light of its ambition of being a people centred that the African Union Commission (AUC) is looking for an experienced and high knowledgeable professional to guide the development of core brand communication initiatives and messages that will help elevate the AU brand and position the AUC as the Pan-African organisation working to achieve Africa's ambitions for integrated and sustainable development and transforming the continent to become a major player in the Global Arena as envisaged in Agenda 2063

The AUC invites applicants who are citizens of Member States of the AU for the position of Creative Communication & Advertising Consultant within the Directorate of Information & Communication (DIC)

We are looking for an experienced professional with experience in the advertising and design industry to provide the guidance and ideas to launch new impressive projects that will help rebrand the African Union. You will devise the concepts and strategies for

the key projects and will monitor their progress. You will be able to implement your creative vision and become the point of reference for any creative plan.

**Application Requirements:**
The Consultant should be a citizen of a Member State of the African Union and be available to commence services by March 2019.

**OBJECTIVE**
To provide consultative services as relates to the development of core brand positioning for the AU, development of creative concepts and messages and the design of communication to be executed across various communication channels including digital platforms with a focus on:

- Agenda 2063 Communication (material to support domestication efforts and other awareness initiatives)
- Women Gender and Development Directorate (roll out of New AU Gender Communication strategy)
- Partnership Management – enhancing visibility of AU's key partnerships
- Enhancing visibility for diaspora engagement

The ideal candidate should have strong background in creative concept design and development, brand communication strategy, copywriting, art direction, and advertising production. He / She will have a minimum of 10 years preferably in the Creative department of reputable creative services /advertising agencies and must have experience managing teams.

The candidate should have a good understanding of the organisation, its mandates, and structure; and must also display a good understanding and appreciation of Africa's Development agenda.

**SCOPE AND TASKS**
Under the direct supervision of the Director DIC the Creative Communication & Advertising Consultant will be responsible for conceiving and implementing concepts, guidelines and strategies in various creative projects and overseeing them to completion including:

- Work with other creative team members to advise in the development of a Core Brand Proposition and Positioning communication
- Support building AU Identity / Brand Iconography by ensuring alignment of all creative work to the Graphic Brand Identity toolkit including audio / thematic iconic music / sounds
- Work with contracted providers to lead the conceptualisation and development of creative concepts for various key initiatives including:
    - Agenda 2063 Documentaries
    - Thematic concepts and content for broadcast, outdoor, print and digital platforms
- Digital marketing –enhancing visibility of Agenda 2063 and other key programmes as per TOR on AU Digital channels and content creation for digital channels including
    - Web design update
    - Podcasts

- Collaborating with AUC departments to obtain knowledge of their' requirements to develop communication concepts that will deliver the key messages of their mandate
- Directing and motivating Audio-Visual and web team in DIC to help them use their talents effectively to deliver on content creation
- Write and design unique and well-crafted copy that meet AUC communication needs
- The Consultant will be expected to support and give guidance on the design, copywriting and production of material to be developed
- Lead brainstorming/creative sessions to generate ideas
- Support the development of activity based communication initiatives and any other initiatives as assigned by the Director.

**KEY DELIVERABLES**

- Work with contracted providers to lead the conceptualisation and development of creative concepts for various key initiatives including:
  - Agenda 2063 Documentaries
  - Thematic concepts and content for broadcast, outdoor, print and digital platforms
- Digital marketing –enhancing visibility of Agenda 2063 and other key programmes as per TOR on AU Digital channels and content creation for digital channels including
  - Web design update
  - Podcasts
- Lead development and rollout of communication to support AU Gender Communication Strategy
- Lead development and communication to support Diaspora and AU Partnership.

**EVALUATION CRITERIA**

- Education:
  - Technical Training in Computer Graphics, Publishing, Animation, Copywriting or Audio-Visual Production
  - Additional qualifications in web design, mobile applications will be an added advantage
- Minimum 10 years' experience in the creative advertising industry / sector
- Must have proven experience in a senior creative role preferably as lead creative or art director in an advertising, brand services or interactive design agency
- Hands-on experience in 360degree conceptual creative process including art direction, copywriting, graphic design and brand development
- Proven experience of developing content for digital platforms
- Excellent working knowledge of software such as Photoshop, Illustrator, InDesign etc.
- Experience in developing content for well-known global or regional brands will be an advantage

The Consultant is required to submit a detailed CV and will be assessed as follows;

1. Education qualifications, Experience and key competencies ……70 points
2. Technical approach and methodology……30 points

Interested candidates are requested to submit the following documents for AUC's consideration as an attachment to the CVs:

a) Technical Proposal on:

- understanding and interpretation of the TOR
- approach methodology to be used in undertaking the assignment

**FUNCTIONAL COMPETENCIES**

- Knowledge in digital graphics and animation.
- Knowledge of conceptualisation, development and production of content for Audio Visual channels: broadcast, online, mobile platforms; Outdoor, Print
- Demonstrated excellence in storyboarding and art direction;
- Excellent copywriting skills for different communication channels
- Web design - creativity of design as relates the overall look and feel of a website;
- S/he must be computer literate and versed in the use of Contemporary design audio-visual software programmes, MS Office and other relevant software
- Ability to take initiative and be a team player and have the ability to work in a high pressurized environment and to deliver in a timely manner;
- Ability to manage multiple projects and work assignments;
- Excellent interpersonal skills and must possess the ability to work with a team of professional staff and capacity for creativity and initiative as well as capacity to work under pressure.

**OTHER RELEVANT SKILLS & COMPETENCIES**

- Must be a fast learner and able to quickly and easily assimilate within the organisation
- Excellent oral, writing, proof reading and presentation skills
- The ability to communicate simply, clearly and effectively
- Good planning and organizational skills;
- Ability to work in a multi-cultural environment professionally
- Punctuality and working under tight time schedules;
- Diligence when unsupervised and Professionalism.
- Strong ability to perform reporting function and to draft/present information in a concise and accurate manner;
- Sound judgment in interpretation of instructions and guidelines;
- Ability to Coordinate multiple assignments;
- Ability to work in a team and to organize and motivate others;

**LANGUAGE REQUIREMENT:**

Must have excellent speaking and drafting skills, written and spoken English. Working knowledge in any other AU official working languages would be an added advantage.

**GENDER MAINSTREAMING:**

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.

**Assignment Period and duty station**

The contract will be for a period of six (6) months from the date of assumption of duty for the assignment. The consultant will be based in Addis Ababa for the duration of the assignment.

**REMUNERATION**

The Consultant will be paid a lump sum monthly payment of **US Dollars Six Thousand two hundred fifty two (US$6,252), all expenses inclusive,** payable on presentation of a completed monthly report. However, the AUC will provide a ticket to the Consultant upon assumption and end of duty in line with the Rules and Regulations governing travel.

**SUBMISSION OF CVS AND TECHNICAL PROPOSALS**

Interested applicants should submit their CVs and technical proposals to the under listed address. The title of the Consultancy service and reference should be clearly stated in the subject matter of the email.

The deadline for submission of CVs is Wednesday 20th February 2019.

**The Head Procurement, Travel and Stores Division**
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OR

**Email: tender@africa-union.org**