



TERMS OF REFERENCE:

CONSULTANCY SERVICES FOR DEVELOPMENT OF CONTENTS FOR SIX PUBLICATIONS FOR THE ADMINISTRATION AND HUMAN RESOURCES MANAGEMENT DIRECTORATE

Reference: ET-AUC-175146-CS-INDV

AF Support for the Capacity Development of AUC and other AU organs: P166316

1.0. BACKGROUND

Under the Support for the Capacity Development Project, the African Union Commission is focusing to strengthen the Commission's capacity to facilitate socio-economic development results and transformation through enhanced institutional efficiency. This will be achieved by enhancing the AUC's internal human resources and management systems, and supporting result-oriented external partnerships and collective actions designed to enhance the implementation of regional economic development initiatives in priority areas (e.g. regional trade, energy, infrastructure, governance, natural resource management) for the benefit of African Union Member States, the Regional Economic Communities (RECs) and African citizens.

As part of the Additional Financing (AF) that complement the initial parent project (**P126848**) implemented in 2014-2018, the AF objective is to strengthen AUC's capacity to facilitate regional integration results and transformation through enhanced institutional efficiency under two components:

Component 1: Strengthening Institutional Capacity

The aim of this component is to further strengthen and consolidate the systems that underpin the AU reform agenda by providing scale-up support to improve (i) strategic realignment; (ii) planning and management systems; (iii) budget execution and procurement; (iv) ICT; and (v) reinforce staff capacity. Through these various actions, the component will provide efficient functional knowledge, corporate services, and improved accounting and reporting within the AUC, the NEPAD Planning and Coordination Agency and other AU organs, AU Specialized Agencies and Representational Offices, as well as improving AU visibility.

Component 2: Facilitating Regional Integration Results with Stakeholders.

The second component aims to leverage the AUC's unique convening role and to support results-oriented external partnerships and collective actions designed to enhance the implementation of key regional economic development initiatives. This would be largely achieved by "leveraging" the AUC's convening role to advance priority economic integration programs through consensus building, policy harmonization, and advocacy in collaboration with RECs and other stakeholders; "positioning" of the AU globally for the voice and agency, through partnerships and representation in multinational institutions and global fora and diaspora engagement; and

“connecting” the AU to its citizens especially women, youth as well as to civil society more broadly.

Project Beneficiaries: The Project beneficiaries include the AUC and other AU Organs. Support for capacity development is expected to improve the beneficiaries’ organizational performance and their ability to facilitate collective action in priority economic development areas (e.g. regional trade, agriculture, energy, infrastructure, governance, natural resource management) for the direct benefit of AU member states and RECs. The project is also expected to indirectly benefit public and private entities and citizens, civil society and Diaspora groups in general in Africa. An improved and effective AUC would also benefit the development partners and other entities engaged in peace building and economic development programs in the region and beyond. Attention to strategic priorities would also benefit women, youth and vulnerable groups in society through better information on policies and programs.

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. Its Headquarters is located at Addis Ababa, capital city of Ethiopia.

In seeking to achieve these objectives, the African Union intends to strengthen its capacity to deliver, by amongst others, the implementation of its organization structure and supporting the organization with required experts, experts and staff to support the achievement of its mandate. The Commission of the African Union invites applicants who are citizens of Member States for the Multimedia individual consultant within the Administration and Human Resources Management Directorate.

2.0. OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is a support to the internal communication function by developing content for popularizing African Union regional integration programs as well as key programs of the Commission in AUC internal publications and magazines.

3.0. SCOPE OF THE ASSIGNMENT

Under the direct supervision of the Project Coordinator, the Individual Consultant will develop the content of 6 publications. The Consultant will also make available content in both, in English and French to popularize programs and projects to a wider audience.

4.0. DELIVERABLES

Timeline	Deliverables
1 st month	Theme: <i>“Delivering on AU mandate during the pandemic”</i> ; Number of Words: 7500-10000 in each language - Language: English and French Content and sketch of infographic: 3.
2 nd month	Theme: <i>“Agenda 2063 Overview”</i> ; Number of Words: 7500-10000 in each language - Language: English and French Content and sketch of infographic: 3.
3 rd month	Theme: <i>“AU IT modernization”</i> ; Number of Words: 7500-10000 in each language - Language: English and French Content and sketch of infographic: 3.
4 th month	Theme: <i>“AU Reform”</i> ; Number of Words: 7500-10000 in each language - English and French Content and sketch of infographic: 3.
5 th month	Theme: <i>“Single Africa Air Transport Market”</i> ; Number of Words: 7500-10000 in each language - English and French Content and sketch of infographic: 3.
6 th month	Theme: <i>“Africa Continental Free Trade Area”</i> Number of Words: 7500-10000 in each language - Language: English and French Content and sketch of infographic: 3.

5.0. DURATION OF THE ASSIGNMENT

The duration of the assignment is six months and a lump sum will be paid for each deliverable.

6.0. GOVERNANCE AND SUPPORT BY THE AFRICAN UNION

The consultant will work under the supervision the Support of the Capacity Development Project Coordinator which will oversee the development and acceptance of the deliverables.

7.0. CONSULTANCES FEES FOR THE ASSIGNMENT

The prospective consultant is expected to provide his daily consultancy rate for this assignment. The cost is inclusive of professional fee and all other costs.

8.0. EXPERIENCE REQUIRED FOR THE INDIVIDUAL CONSULTANT

- The Consultant must have a minimum of 5 years working experience in an international organization.
- The consultant should have a minimum of 2 years consultancy experience in the area of communication & media with an emphasis in content development.
- The Consultant must have a proven experience working with Content Management System (CMS) platforms, Publisher and SharePoint and Adobe Suite.

9.0. QUALIFICATION REQUIRED FOR THE INDIVIDUAL CONSULTANT

The Consultant should have:

- A Master Degree from a recognised university - in Journalism, Communication, International Relations, Development Studies, Social Science or any other related areas.
- A certificate in Communication or Journalism.

10. EVALUATION AND QUALIFICATION CRITERIA

For evaluation of the expressions of interest the following criteria will be applied:

- a) General Education Qualification and Relevant Training (25 points);
- b) Experience Related to the Assignment (65 points);
- d) Knowledge of the AUC working Language (10 points);

11. Required Documentations

Interested Consultants are required to submit the following

- a) Statement about understanding about the assignment
- b) Curriculum Vitae
- c) Propose Daily rate, which should include all of the Consultant's costs and profits. Please send you financial proposal separately in a Pdf format and it shall be password protected. However, the password shall be submitted by the Consultant to the AUC upon request and after concluding the evaluation of CVs.

Application Requirements:

The Consultant should be available to start services by September 1st 2020.

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