



REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

(CONSULTING SERVICES– INDIVIDUAL CONSULTANT)

Project Name: AFRICA CDC COVID-19 RESPONSE SUPPORTED BY AFRICAN DEVELOPMENT BANK

**Project ID: P-Z1-IBE-023
Grant Number: 5900155016362**

ASSIGNMENT TITLE: Communication Consultant

Date: 05 June 2023

PROCUREMENT REFERENCE No.: AUC/DMA/C/47

The African Union Commission has received financing from the African Development Bank (AfDB) to support Africa CDC on COVID-19 response and intends to apply part of the agreed grant amount for consulting services.

This EOI is prepared to engage an Individual Consultant for a consultancy Services of a Communication expert under the auspices of the African Development Bank (AfDB) support to the Africa CDC COVID-19 response.

1. Background

Africa Centres for Disease Control and Prevention (Africa CDC) is a specialized technical institution of the African Union that strengthens the capacity and capability of Africa's public health institutions as well as partnerships to detect and respond quickly and effectively to disease threats and outbreaks, based on data-driven interventions and programmes. Officially launched in January 2017 and guided by principles of leadership, credibility, ownership, delegated authority, timely dissemination of information, transparency, accountability and value addition, Africa CDC works with all African countries to strengthen the capabilities of their public health institutions for disease surveillance, emergency response and prevention, including the capacity



to detect and respond quickly and effectively to disease outbreaks and other health burdens. It also serves as a platform for Member States to share and exchange knowledge and lessons from public health interventions.

A grant agreement was signed between the African Union and the African Development Fund to support the African Union Commission, through the Africa CDC to strengthen capacities to prevent and contain COVID-19 in regional member countries. The Project will support the latter's COVID-19 Pandemic Preparedness and Response Plan activities including: (i) building and strengthening systems for disease detection and epidemiological intelligence at Africa CDC and in the countries; (ii) expanding laboratory capacity for COVID-19 detection; (iii) strengthening National Public Health Institutes (NPHIs); (iv) supporting national emergency response; (v) improving institutional infection prevention and control capacity; and (vi) strengthening Africa CDC's ability to provide guidance, technical advice and oversight to continent-wide response. The project involves several procurement activities whose timely implementation is key to the success of the project.

2. Objectives

The overall objective of the consultancy service is to manage and coordinate communication activities for Africa CDC and related to Africa CDC program financed by the AfDB and other "health outbreaks".

3. Major duties and responsibilities

The consultant will be part of the AfDB Project Implementation Unit and will be, under the supervision and guidance of the Project Management Expert for COVID -19 Response Project, expected to perform the following duties and responsibilities:

- Support the development/production of communication and advocacy materials and activities for preparedness and response to the COVID-19 outbreak, including health promotion events, awareness-raising campaigns, briefing materials, factsheets, and branding.
- Support the design and timely dissemination of information materials on COVID-19 to internal and external audiences.
- Develop and provide content for Africa CDC communication materials, including newsletters, reports, guidelines, documentaries, etc.



- Contribute to the creation and use of content to provide information to the public through digital platforms, including websites and social media platforms.
- Collect and provide all required situation reports on the field in a timely manner in coordination with relevant partners.
- Develop and assist the implementation of a communication strategy that generates support for the Africa CDC.
- Act as liaison between Africa CDC communications team and the communications focal points of Member States.
- Support stakeholder management and partnerships at regional level.
- Establish and maintain communication channels with regional and continental media and editors.
- Support regular engagement with the media in the region on issues of public health.
- Facilitate regular public health information-sharing by Africa CDC at the regional level and at relevant events.
- Support the documentation of success stories and documentaries and campaign materials for Africa CDC and Member States and ensuring appropriate dissemination to relevant stakeholders.
- Consolidate and analyze data on program implementation and indicators in order to facilitate preparation of periodic reports as may be required.
- Develop and submit regular reports of deliverables and achievements for any assignments given during the period of the contract.
- Perform any other assignment that may be assigned by Africa CDC

4. Required qualifications and experience

Education Qualification

- University degree in health promotion, social sciences, mass communication, public health, public policy, and any other relevant related field.
- Possession of an advanced degree and professional certificates in relevant areas of health and health promotion communication would be an advantage.
- At least 5 years of work experience in supporting or managing strategic and public health communications at the national and international levels, preferably in the development sector.



Experience

- Experience in using a wide variety of communication methods and platforms, including social media, to support internal and external communications.
- Proven experience in development communication and public health emergencies and disease outbreaks.
- Experience in developing audio-visual content for advertising, promotional and publication purposes.
- Proven experience in content creation, including writing and editing, skills for public health programs.
- Knowledge and experience of content creation for traditional and social media and other digital platforms.
- Proficiency in the use of relevant software for design, analysis and word processing

Other requirements

- A good knowledge of public health issues.
- Ability to work quickly and thoroughly in an organized manner under pressure while paying attention to details.
- Ability to advocate and communicate persuasively to stakeholders and different audiences.
- Excellent computer and IT skills including the use of social media. Very good capacity to work on office computer applications, well versed in the use of MS Office (Excel, Word, PowerPoint, and other office applications). Strong practical knowledge/experience in using SAP will be highly advantageous.
- Ability to use modern digital communication technologies to reach different audiences.
- Ability to work in a multicultural multi-ethnic team of experts.
- Very good capacity to draft and prepare reports as and when required, very good oral and written communication skills. The ideal candidate should be able to follow and promote a two-way communication with others through correct interpretation of messages and appropriate responses. Expresses ideas or facts clearly.

5. Language requirements

Excellent oral and written communication skills in at least one AU working language English; communication skills in additional AU working languages will be an added advantage.



6. Duty station

The consultant will be based in Addis Ababa, Ethiopia at the Headquarters of the African Union Commission – Africa CDC.

7. Duration of the assignment

The duration of the assignment will start from the contract signature date to the end of the Project (currently planned on September 2024) and may be renewable beyond the initial period, subject to extension of the project duration, satisfactory performance and the need as of business continuity.

8. Remuneration

Remuneration is payable on a monthly basis based on qualifications and experience and the applicable AU rates for the level of the consultancy. Fees payable do not include costs associated with project related travels, coordination/organization of project related activities and events, stakeholder dialogues, consultations, and workshops. These costs will be met by Africa CDC.

9. Institutional and organizational arrangements

Under the overall supervision of the Deputy Director General of Africa CDC, the consultant will report functionally to the Head of Policy, Health Diplomacy & Communication and administratively to the Project Management Expert for COVID -19 Response Project; and Africa CDC beyond COVID -19.

The following shall be made available by the AUC and Africa CDC

- Office accommodation.
- Photocopying, stationery.
- Facilitation of Visa; and
- Internet Access.

10. Evaluation and qualification criteria

- General experience - 10 Points
- Specific Experience relevant to the assignment – 50 Points
- Qualifications – 30 Points
- Language – 10 Points



The African Union Commission now invites eligible Individual Consultants (“Consultants”) to submit their CVs in providing the Services and required documents as per the evaluation and qualification criteria. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Service.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank’s [Procurement Framework dated October 2015](#), which is available on the Bank’s website at <http://www.afdb.org>.

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours, Addis Ababa Time.

CVs must be delivered in a written form following the above criteria to the emails below before 15:00 Hours Addis Ababa Time on **20 June 2023**.

**Africa Centers for Diseases Control and Prevention,
Attn: Head of Management and Administration**

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Addis Ababa, Ethiopia**

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