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**REQUEST FOR EXPRESSIONS OF INTEREST (EOI)**

**CONSULTANCY FOR DIGITAL Communications Expert for GMES and Africa**

**PROCUREMENT NUMBER: AUC/ESTI/CS/006**

## SECTION I: LETTER OF INVITATION

16 June 2023

Dear Applicants,

### REF: CONSULTANCY AS DIGITAL Communications Expert for GMES and Africa

1. The African Union Commission wishes to recruit highly qualified African experts to undertake the above assignment. The AUC now invites interested **Individual Consultants** to submit CVs for the assignment as per attached Terms of Reference (TORS).
2. A Consultant will be selected under the Fixed Budget Selection Method and the pass mark shall be 70%. The budget is indicated in the ToRs.
3. The Eols must include the following:
  - (i) A Cover Letter outlining the understanding of the assignment and methodology
  - (ii) CV demonstrating experience with similar assignments.
4. The Eols must be submitted to the following e-mail address: [tender@africa-union.org](mailto:tender@africa-union.org) with a copy to [zerihuna@africa-union.org](mailto:zerihuna@africa-union.org)
5. The title of the Procurement and Procurement Number must appear as subject of e-mail submissions
6. The Deadline for submission of Eols is **1500 Addis Ababa Time, on 30 June 2023**. Late applications will not be considered.
7. This call for Request for Expressions of Interest comprise of the following:  
Section I – This Letter of Invitation  
Section II - Terms of Reference

Yours sincerely,  
**Head, Supply Chain Division**



## **TERMS OF REFERENCE**

### **DIGITAL Communications Expert for GMES and Africa**

#### **1. Background**

GMES and Africa is a Pan African earth observation programme designed to promote the management of the environment and natural resources on the continent. Administered by the Department of Education, Science, Technology and Innovation of the African Union Commission, the programme works with regional and national institutions across the five regions of Africa to implement grassroots projects in support of sustainable development. It strengthens the capacity of African policy-makers, planners, scientists, businesses, the private sector and citizens in the use of earth observation data and derived information.

#### **2. Purpose and scope of assignment**

The purpose of the assignment is to provide support and strengthen the overall technical communications output of GMES and Africa regarding awareness raising, outreach and engagement. It is anchored on the deployment of digital communications tools and strategies, in particular social media communication to realize the programme's objectives. The Communications Consultant will work with GMES and Africa's Programme Management Unit (PMU) and interact, within the scope of his/her duties, with other relevant functionaries as well as GMES and Africa consortia of institutions.

#### **3. Major duties and responsibilities**

- i. Support the planning, dissemination and evaluation of communication products to stakeholders to promote awareness and understanding of GMES and Africa's mandate and programme deliverables.
- ii. Conceptualize, create and design audio-visual and graphic products for promotion, messaging, publicity and visibility and stakeholder engagement.
- iii. Identify and propose technical improvements to the outlook and performance of the programme's digital platforms, including the website, social media and micro sites.
- iv. Deploy relevant communications methods and techniques in implementing social media campaigns, and measure campaign success through analytics tools, reports and dashboards.

- v. Lead and coordinate the production of GMES and Africa Newsletters and other knowledge tools and products, as well as produce regular media monitoring reports.
- vi. The consultant will report monthly to the Programme Coordinator of the GMES & Africa program through submission of monthly activities report outlining the achievements and status.

#### **4. Gender Mainstreaming:**

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

#### **5. Consultancy Fee**

Remuneration is payable on monthly basis upon submission of monthly delivery report. The fixed budget allocated for this assignment is US\$ 6000. This cost includes all consultant's costs and profit. 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 the AU.

#### **6. Duration**

The exercise will be undertaken within the period of six (6) months subject to renewal based on progress and performance.

#### **7. Duty Station**

The consultant will undertake the work on site at AUC Headquarter, Addis Ababa

#### **8. Contract Management and Reporting**

Under the overall supervision of the Director, the Consultant will report on his/ her activities to the Director, ESTI, AUC.

#### **9. Language**

Proficiency in at least one of the African Union working languages (Arabic, English, French, Portuguese); knowledge of other working languages will be an added advantage.

## **10. QUALIFICATION AND EXPERIENCE OF THE CONSULTANT**

A university bachelor's or master's degree in communications, ICT, digital media, marketing, public relations, or other related discipline with 10 years (for bachelor's degree) and 7 years (for master's degree) of relevant experience in organizational continental communication or public relations roles will be an added advantage.

### **Skills and competencies**

Candidates must have proven skills in:

- i. Managing media and public relations; and advocacy and outreach using social media.
- ii. Knowledge of strategies, mechanisms and systems used to establish and support enterprise communications platforms, applicable to earth observation communities.
- iii. Excellent writing, oral communication, and analytical skills.
- iv. Experience of delivering successful communications campaigns.
- v. Basic knowledge of, or experience working within the African Union system.
- vi. The ability to work under pressure and tight deadlines whilst juggling multiple tasks.
- vii. Flexibility and adaptability, with experience in fast-paced environments.

## **11. Required Documentations**

**The African Union Commission now invites eligible Individual Consultants to indicate their interest in providing the Services.** Interested candidates are requested to submit the following documents for AUC's consideration:

### 1) Technical Proposal not exceeding 7 pages on

- i. Understanding and interpretation of the TOR
- ii. Methodology to be used in undertaking the assignment
- iii. Time and activity schedule

### 2) Personal Capacity Statement

- i. Relevant experience related to the assignment
- ii. A detailed Curriculum Vitae of the Consultant outlining the following:
  - Educational and Professional Qualification/Certifications
  - Relevant experience in similar assignments (clearly state the duties and the achievements in different sections under each position occupied)
  - References with Phone number and email addresses

## 12. Evaluation Criteria;

For evaluation the following criteria will be applied:

S/N	Award Criteria	Allocated Point
1.	General Education, Qualification and Relevant Training	20
2.	Relevant experience related to the assignment	30
3.	Technical approach and methodology	30
4.	Work Plan	10
5.	Fluency in French or English. Knowledge in one of the AU recognized languages will be an asset	10
<b>Total</b>		<b>100</b>

## 13. Invitation

The African Union Commission now invites eligible Individual Consultants to indicate their interest in providing the Services. Interested candidates must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services. Applicants must submit the following documents:

- Cover letter - Understanding of the assignment / TOR
- Methodology to be used in undertaking the assignment
- Time and activity schedule
- CV

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time. Proposals must be delivered in a written form to the address below not later than **15:00** hours local time, on **30<sup>th</sup> June 2023**.

**African Union Commission,  
Addis Ababa, Ethiopia**

**Tel: +251 (0) 11 551 7700 – Ext 4305**

**Fax: +251 (0) 11 551 0442; +251 11-551-0430**

**E-mail: [tender@africa-union.org](mailto:tender@africa-union.org)**

**And [zerihuna@africa-union.org](mailto:zerihuna@africa-union.org)**