

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – INDIVIDUAL CONSULTANT)

Country: Ethiopia

Name of Project: Africa Think Tank platform Project (ATTP)

Grant No: P179804

Assignment Title: Project Communication Officer

Grant No: **E246-3A**

Reference No. ET-AUC-445178-CS-INDV

The African Union Commission has received financing from the World Bank toward the cost of Africa Think Tank platform Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include Consulting Services for the hiring of Project Communication Officer. Specific tasks include:

The Project Communication Officer will be responsible for the following tasks:

1. The Communication officer shall be responsible for designing and implementing effective communication campaign and Media monitoring: communications officers monitor the media, social networks and online forums to determine public opinion and image of about the project and the AU. The Project Communication specialist will be responsible for the following tasks:

- Develop and execute a comprehensive communication strategy aimed at enhancing stakeholder engagement, awareness, and understanding of the project's objectives, activities, and outcomes.
- Craft compelling narratives, press releases, articles, and other communication materials to effectively convey project progress, achievements, and impact to diverse audiences including donors, partners, beneficiaries, and the general public.
- Oversee the management and maintenance of project communication channels such as website, social media platforms, newsletters, and other relevant mediums to ensure timely dissemination of project updates and information.

- Coordinate with project teams to gather relevant data and success stories for use in communication materials, ensuring accuracy, relevance, and compliance with project objectives and donor requirements.
- Organize and facilitate stakeholder workshops, conferences, and events to promote dialogue, knowledge sharing, and collaboration among project stakeholders.
- Lead the preparation of comprehensive reports on project implementation, outcomes, and lessons learned, in accordance with World Bank reporting guidelines.

Educational Background:

- Master's degree or equivalent in Communication, International Development, social science, journalism, political science or a related field of international relations

Professional Experience:

- Minimum of 5 years of relevant experience in communication, public information, journalism, international relations or related field, preferably in the context of international development projects or programs.
- Demonstrated expertise in developing and implementing communication strategies, including content creation, media relations, and digital communication.
- Proven experience in designing and implementing monitoring and evaluation frameworks, including developing indicators, data collection tools, and analysis plans.
- Strong analytical skills with the ability to interpret and synthesize complex data into actionable insights and recommendations. Ability to work effectively in a multicultural and diverse environment.
- Excellent written and verbal communication skills, with the ability to effectively convey technical information to diverse audiences.
- Demonstrated ability to work collaboratively in multi-disciplinary teams, with a strong commitment to teamwork, knowledge sharing, and capacity building.
- Fluency in English (written and spoken) is required; proficiency in other languages relevant to the project area is desirable.
- Experience working with international organizations, NGOs, government agencies, or similar entities is an asset
- Develops and maintains various communications channels and materials Ensures website contents remain relevant
- Monitors media alerts and relevant publications
- Creates interactive social media contents and campaigns
- Produces needed content and script for the project
- Writes company announcements and news articles on key developments
- Ensures all content complies with company standards and style guides
- Creates timely reports for all communication campaigns.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016, revised November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *i.e. 0900 to 1700 hours*.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **21 November 2024**

African Union Commission,

Attn: Head of Supply Chain Management Division

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P.O Box 3243, Roosevelt Street

Addis Ababa, Ethiopia

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E-mails: tender@africa-union.org

TERM OF REFERENCE ATTP PROJECT

ATTP Secretariat Project Advisor

Country:	Ethiopia
Name of Project:	Africa Think Tank Platform Project
Assignment Title:	Project Adviser
Grant No:	E246-3A
Reference No.	P179804

1. Background

The Africa Think Tank Platform Project's development objective is to establish a sustainable platform to strengthen the capacity for effective policy research and policy-making on cross-boundary priorities in Africa. The project has three components which are summarized below:

Component 1 of the project aims to establish the capacity to operate a sustainable policy-making platform. This includes creating and setting up the necessary structures and systems, establishing a secretariat to manage the platform, designing, and implementing monitoring and evaluation strategies, and building and maintaining a network of think tanks, regional economic communities, and policy makers. The component also supports the competitive selection of think tanks, who will submit proposals targeting at least four of the six regional priority themes identified under the project. The selected think tanks will form a network and work on continental priority issues.

Component 2 of the project focuses on strengthening the capacity of think tanks and policy research institutions. This includes providing technical assistance and training to think tanks, supporting the quality and communication of research, providing support for resource mobilization efforts, creating a peer network for female economic researchers, and undertaking a study to research and analyze previous initiatives aimed at increasing female participation in policy research.

Component 3 of the project aims to support the sustainability of the platform and policy research over the long term. This includes developing the capacity of the African Union Commission (AUC) to mobilize resources and establish facilities to crowd-in funds from various stakeholders. It explores the establishment of a special fund and an endowment fund to pool resources from

African governments, private sector, foundations, individuals, and institutional donors. The funds will be used to finance further research and capacity-building efforts.

The African Union Commission (AUC) is implementing this project and is seeking a qualified and experienced Project Adviser to provide overall guidance and strategic direction to the Think Tank Project Steering Committee (TTPSC) and the project's secretariat. The Project Adviser will work closely with the Project Coordinator to manage the overall project and ensure its successful implementation.

2. Responsibilities and Duties

The Project Adviser is responsible for performing project management and support activities to contribute to the development and delivery the projects aligned with established organisational objectives.

3. Responsibilities and Duties

The Project Adviser will be responsible for the following tasks:

A. General

- Serve as a focal point and spokesperson for the project, articulating its mission, objectives, and impact to internal and external audiences.
- Enhance the visibility and credibility of the project by participating in public events, conferences, and media engagements as a thought leader in the field of public policy.
- Cultivate relationships with key stakeholders, including government officials, academic experts, and civil society organizations, to garner support and endorsement for the project's initiatives.

B. Project Oversight

- Support and provide guidance to the TTPSC on the project's strategic direction and its oversight to ensure that project objectives are met.
- Regularly engage with advisory groups or steering committees to review project progress, discuss emerging issues, and seek guidance on strategic decisions and course corrections.
- Review project progress, identify potential risks, and support the TTPSC through the Secretariat to implement mitigation strategies to ensure successful outcomes.
- Review work plans, timelines, and budgets to support TTPSC decision making.

C. Stakeholder Engagement and Networking

- Act as the main technical focal point for project stakeholders.
- Establish and maintain networks of policy professionals, experts, and practitioners to serve as advisors and contributors to the project's research and advocacy efforts.
- Leverage existing relationships and identify new opportunities for partnerships with organizations and institutions that share common goals and interests.

- Engage and liaise with all project stakeholders to support the design and implementation of project activities.
- Act as a focal point for resource mobilization activities included in the project including activities to assess the feasibility of establishing a special fund to support the sustainability of institutions involved in policymaking
- Facilitate regular communication and engagement with stakeholders to gather input, address concerns, and maintain alignment with project goals.
- Foster partnerships and collaborations with other organizations and institutions to amplify the impact of the project's research and advocacy efforts.

D. Research Direction

- Provide overall guidance to think tanks and the TTPSC to ensure that research activities are aligned with the project thematic areas and regional priorities;
- Review and provide feedback on selected research outputs, policy uptake activities and institutional capacity building efforts of think tanks.
- Stay abreast of emerging trends, best practices, and debates in public policy to inform the TTPSC and other project stakeholders and ensure ATTP project is working on priority areas.

4. Qualifications and Experience

The ideal candidate for the Technical Advisor position should possess the following qualifications and experience:

- A minimum of a Master's degree in a relevant field (e.g., policy analysis & development, international development, political sciences, social sciences).
 - At least 7 years of experience in advisory role and/or management in similar role.
 - Strong knowledge of project management principles, tools, and techniques.
 - Experience in coordinating and managing multi-stakeholder projects.
 - Familiarity with World Bank project implementation procedures and reporting requirements.
 - Excellent organizational and communication skills.
 - Ability to work effectively in a multicultural and diverse environment.
 - Strong analytical and problem-solving skills.
- Proficiency in English (both written and spoken). A working knowledge of other official or working languages is an added advantage.

5. Duration and Remuneration

The Project Advisor position is a full-time role for the duration of the project. The selected candidate shall be based in Addis Ababa, Ethiopia at the AU Headquarters. The initial contract amount shall be for one year. The contract may be renewed based on satisfactory performance.

The remuneration package will be commensurate with the candidate's qualifications and experience.

6. Evaluation Criteria

The eligibility criteria, the establishment of a shortlist and the selection procedure shall be in conformity with the WBG's Rules and Procedure for the Selection of Consultants. Interested individuals should provide information on their qualifications and experience demonstrating their ability to undertake the assignment (CV, reference to similar services, experience in similar assignments, etc.). The consultants shall be evaluated based on the following criteria.

General Education, Qualification and Relevant Training	40%
Experience and Technical Expertise	50%
Proficiency in Language	10%
Total	100%

7. Fees and Payments

Remuneration is payable on a monthly basis. It is negotiable but based on qualifications, 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. The AU will meet these costs.

8. Services /facilities to be provided by the client

The AU shall make the following available:

- Office accommodation;
- Computer, Photocopying, Stationary;
- Facilitation of Visa and
- Internet Access