

**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-445503-CS-INDV

The African Union Commission has received financing from the World Bank toward the financing of the “*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 a Project Communication Officer. Specific tasks include:

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

- Develop and execute a comprehensive communication strategy to enhance 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 the website, social media platforms, newsletters, and other relevant mediums, to ensure the timely dissemination of project updates and information.
- Coordinate with the project team communication activities and gather relevant data and success stories for communication materials, ensuring accuracy, relevance, and compliance with project objectives and partner 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, by 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 content 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), which sets forth the World Bank's policy on conflict of interest.

The consultant will be selected using the individual consultant selection method 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 **29 November 2024**.

African Union Commission,

Attn: Head of Supply Chain Management Division

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P.O Box 3243, Roosevelt Street

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TERM OF REFERENCE ATTP PROJECT

Project Communication Officer

Country:	Ethiopia
Name of Project:	“Africa Think Tank Platform Project”
Assignment Title:	Project Communication Officer
Grant No:	E246-3A
Project no.	P179804
Ref number:	ET-AUC-445503-CS-INDV

I. 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 policymakers. 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 funds from various stakeholders. It explores the establishment of a special fund and an endowment fund to pool resources from

African governments, the 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 Coordinator to support the operational coordination of the project's secretariat. The Project Coordinator will second the Project Technical Advisor, responsible for managing the overall project and ensuring its successful implementation.

II. The objective of the assignment

The main objective of the assignment is to ensure effective coordination of communication with all stakeholders to ensure support and advice are accurate, responsive, timely, and in an appropriate manner. The Communications Officer will be responsible for managing all aspects of communication for the project.

III. Responsibilities and Duties

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

- Develop and execute a comprehensive communication strategy to enhance 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 websites, 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 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, under World Bank reporting guidelines.

IV. Qualifications and Experience

The ideal candidate for the Project Communication Officer position should possess the following qualifications and experience:

1. Master's degree or equivalent in Communication, International Development, social science, journalism, political science, or a related field of international relations.
2. 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.
3. Demonstrated expertise in developing and implementing communication strategies, including content creation, media relations, and digital communication.
4. Proven experience in designing and implementing monitoring and evaluation frameworks, including developing indicators, data collection tools, and analysis plans.
5. 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.
6. Excellent written and verbal communication skills, with the ability to effectively convey technical information to diverse audiences.
7. Demonstrated ability to work collaboratively in multi-disciplinary teams, with a strong commitment to teamwork, knowledge sharing, and capacity building.
8. Fluency in English (written and spoken) is required; proficiency in other languages relevant to the project area is desirable.
9. Experience working with international organizations, NGOs, government agencies, or similar entities is an asset
10. Develops and maintains various communications channels and materials Ensures website contents remain relevant
11. Monitors media alerts and relevant publications
12. Creates interactive social media content and campaigns
13. Produces needed content and script for the project
14. Writes company announcements and news articles on key developments
15. Ensures all content complies with company standards and style guides
16. Creates timely reports for all communication campaigns

V. Duration and Remuneration

The Project Communication Specialist 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.

VI. Reporting

The consultant will report to the ATTP Project Coordinator and the World Bank Portfolio Manager.

VI. Payment Terms

The contract agreement that will be signed with the client shall be a time-based contract and the Consultant shall be paid based on the timesheet approved by his/her immediate supervisor and approved by the PMRM director.

VII. Evaluation Criteria

The eligibility criteria, the establishment of a shortlist, and the selection procedure shall conform 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%

VIII. Fees and Payments

Remuneration is payable monthly. 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.

IX. 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.