AGRICULTURE AND AGRO-INDUSTRY DEPARTMENT

REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTANT TO SUPPORT MAINSTREAMING OF DEVELOPMENT COMMUNICATION INTO THE CLIMATE SMART AGRICULTURE PROGRAM ON INTEGRATED DEVELOPMENT AND ADAPTATION TO CLIMATE CHANGE IN THE NIGER BASIN (PIDACC/NB)

1. The African Development Bank (AfDB) seeks to recruit a highly motivated Communication Specialist to assist the Agricultural Research, Production and Sustainability Division (AHAI.2) in communication and outreach efforts of the ‘Programme for Integrated Development and Adaptation to Climate Change in the Niger Basin (PIDACC/NB)’. PIDACC/NB is one of the Programs under the Climate Smart Agriculture (CSA, 2017-2025) portfolio of the Bank, which aims for a sustainable and resilient transformation of African agriculture for food security in the context of climate change. The main deliverables of the CSA program include: i) 10 million producers adopting CSA technologies and practices; ii) 20 million producers who have access to climate information; iii) 5 million ha of degraded land recovered and forests under sustainable management; iv) 500,000 ha of agricultural land with resilient irrigation infrastructures; v) 100 % of Feed Africa projects integrate climate change; vi) 500,000 green jobs created; and vii) USD 1 billion climate funds mobilized for CSA projects in Africa. PIDACC’s activities are implemented at country level and coordinated at regional level by the Niger Basin Authority (NBA), making use of existing institutional arrangements to ensure national government involvement, engagement with relevant line ministries, and technical oversight.

2. More specifically, the objective of PIDACC is to improve the resilience of populations and ecosystems in the nine (9) Niger Basin countries: Benin, Burkina Faso, Côte d’Ivoire, Guinea, Mali, Niger, Nigeria, Cameroon and Chad. This will be achieved through sustainable natural resources and ecosystem management. The Programme aims to: (i) reduce the silting process of the Niger River, (ii) improve the adaptability of populations to climate change, (iii) protect biodiversity, and (iv) restore soil fertility. The program will contribute towards addressing the NDCs (INDCs) submitted by the Niger basin countries. The NDCs include adaptation in agriculture as a priority sector for action which creates a sectoral framework for climate action. Investing in the agricultural sector under the PIDACC will address not only hunger and malnutrition but also other challenges including: poverty; water and energy use; climate change; and unsustainable production and consumption. The PIDACC program is financed by a Consortium which includes the AfDB; the Climate Investment Fund, CIF, the Green Climate Fund (GCF); the European Union (EU); the Global Environment facility (GEF) and beneficiary countries.
3. The selected individual consultant is expected to provide the following services:

- Develop and implement an effective PIDACC/NB communications program/advocacy/communication plans, in ways that strengthen partnerships, including with a view to strengthen development impact;
- Develop, write, edit and/or oversee the preparation, production, and dissemination of briefings, press releases, talking points, op-eds, web content and feature stories, reports, brochures, publications, blog posts and other social media content, and other communications products;
- Prepare or oversee the preparation of major communications products, including (but not limited to): briefings and speeches for senior management, news releases, web stories, talking points, presentations, promotional material, background documents (such as issues briefs and Q and As); audio/visual material and other materials as requested;
- Design campaign-style media strategies and messages on key reports/issues so as to pro-actively position and update PIDACC’s Financing Partners on major issues/projects/events and provide support to major outreach efforts and ‘launches’ in PIDACC countries.
- Co-ordinate efforts to help capture results/impacts of PIDACC’s work in the field, in collaboration with country offices, with results stories and data, forming an essential component of the programme communications strategy;
- Provide guidance in the design, implementation, monitoring and assessment of results oriented communications strategies at the regional level (Niger Basin Authority) and country level (9 countries); design templates to help communications staff in the executing agencies to deliver on their communications strategies;
- Develop and nurture contacts with a range of external stakeholders including: opinion leaders, parliamentarians, civil society groups, media and others, and build an effective database for use in key outreach events;
- Monitor and analyze current events, media and key opinion makers with a view to risk management. Liaise with regional offices/project team leads and others on potential risks and devise strategies to mitigate risks;
- Advise senior managers and other relevant staff on latest developments to help determine appropriate strategic responses; maintain a regional calendar of communications events/risks/opportunities;
- Regularly report on the impact of communications activities, including media outreach and online efforts;
- Perform other duties as assigned by the AHAI.2 Division Manager / AHAI Department Director.

4. The key selection and eligibility criteria for this position include:

a) Master’s degree in Communications, Journalism, Public Relations or related field.
b) At least five years of work experience and demonstrated success in a communications role that includes generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video and websites).
c) Exceptional writing and editing skills, in both French and English, including the ability to write for a variety of audiences and communications mediums.

d) Good knowledge and understanding of African Agricultural development issues with experience in project management.


f) Experience in managing and coordinating the work of a number of professionals including media specialists, communication and publication specialists, printers, designers and web/ICT professionals.

g) Computer proficiency with media software, applications and communication tools.

h) Experience in managing the production of Newsletters and other publications.

i) Media relations experience, including writing press releases and statements, building media lists, and collecting media statements and declarations.

j) Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication expertise and ability to work in harmony with staff members and technical specialists.

k) Excellent communication skills in English and/or French with a good working-knowledge of the other language (writing sample may be requested from the short-listed candidates).

5. In this regard, the Agriculture Research, Production and Sustainability (AHAI.2) Division invites Individual Consultants meeting the eligibility requirements to indicate their interest in providing the described services. Interested Consultants shall provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (documents, reference to similar services, experience in similar assignments, etc.). **The eligibility criteria**, the establishment of a short list and the selection procedure shall be in conformity with the Bank’s **Rules and Procedure for the Use of Consultants** under projects financed by the Bank Group, available on the Bank Website at [http://www.afdb.org](http://www.afdb.org). Please, note that interest expressed by a Consultant does not imply any obligation on the part of the African Development Bank to include him/her in the shortlist. The consultant must be free from any engagement during the entire duration of the mission.

6. **Duration of the Assignment**: The estimated-working period (level of effort) is for six (6) calendar months from 1st July 2019, renewable for another period of six months based on the performance and needs of the Bank. The consultant will provide a monthly report.

7. **Expressions of interest**, including: (i) a cover letter; (ii) a comprehensive CV must be submitted no later than **Tuesday, 2 July 2019 at 5:00 PM Côte d’Ivoire Time**. Submissions should quote “Individual Consultant – Communication Specialist” and should be submitted in English or French to: **the address below**

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