Title of the assignment: Branding & Innovations Communication Consultant

Brief Description of the Assignment: The consultant will help the Communication and External Relations Department better build its brand influence in Africa and beyond, better engage with stakeholders through innovative communication solutions.

Department issuing the request: PCER2, Communication and External Relations,

Place of assignment: Abidjan, Cote d’Ivoire

Duration of the assignment: Six months

Tentative date of commencement: 16th May 2019

Deadline for applications: 6th May 2019 at 17:00 GMT


Any questions and requests for clarification may be sent to: m.thouraya@afdb.org

Terms of Reference

Introduction

The African Development Bank (“the Bank”) is a premier multilateral development finance institution. Its mission is to contribute to the economic development and social progress of its regional members, mobilise resources for the financing of development projects, and promote economic integration on the continent. The Bank has 54 African member countries and 25 non-regional member countries. It has established cooperation ties with an extensive network of international development partners, and
enjoys an excellent reputation on the capital markets. Since its inception in 1964 and until December 31, 2015, the Bank Group has committed over US$100 billion to support about 4000 development projects and programmes in Africa. Over the last 10 years, the Bank has grown in size and impact, and modernised its operations to improve efficiency and value for money.

The current President is strongly committed to accelerate the implementation of the Bank’s Ten Year Strategy (TYS 2013-2022), which has put the Bank at the centre of Africa’s economic transformation, and which is being implemented through five key priorities (the High 5s) which are to: (i) ‘Light Up and Power Africa’ (Power, Energy, Environment and Green Growth); (ii) ‘Feed Africa’ (Agro-Industry, Agricultural Finance and Rural Development); (iii) ‘Industrialise Africa’ (Private and Financial Sectors, Infrastructure, Urban, Industrial and Trade Development); (iv) ‘Integrate Africa’ (Regional Development, Integration and Impactful Delivery); and, (v) ‘Improve the Quality of Life for Africans’ (Human Capital and Skills Development, Health, Nutrition, Water and Sanitation).

Building upon this central role and the vision of the African Union’s 2063 agenda, together with the new realities of the global developmental agenda including: (i) the Sustainable Development Goals (SDGs, 2015); (ii) the 21st United Nations Framework Convention on Climate Change’s Annual Conference of the Parties (COP-21, December 2015) and (iii) the Third International Conference on Financing for Development (FFD, Addis, July 2015), the Bank has a unique opportunity to help drive the continent’s economic development and consolidate its mandate.

Scope of Work and Concrete Deliverables

The services to be provided under the assignment include but not limited to:

**Brand positioning:** The consultant will work with the manager to ensure the development of relevant and coherent principles of communications that underpin the Bank’s brand positioning. The Consultant will provide communications support to PCER, providing marketing and branding guidance to all the communication teams: graphic design team, media relations team, social media team, editorial team, publications team.

**Creative & Innovations development:** The consultant will contribute to developing innovative platforms, avenues, products, initiatives that help the Bank better convey its key messages in its efforts to engage key audiences around the positive impact of the Bank’s work.

**Content production and publications:** The Consultant will provide support for the production and/or update of a wide range of publications and reports (newsletter, project appraisal reports, project sheets, leaflets, brochures, country briefs, etc.) and will ensure their quality, printing and dissemination. The consultant is expected to provide artistic and creative direction for all the Bank’s publications, from Power Point presentations to complex publications such as the Annual Report or the African Economic Outlook, recommending innovative ways to publish them on the Bank’s website and social media platforms and to publicize them.

**Events & engagement support:** The Consultant will provide innovative thinking and creative direction to help design, manage and roll out thematic events such as, but not
limited to, seminars, meetings, roundtables, and participation to conferences and the AfDB Annual Meetings. This also involves branding these events and, coordinating with PCER.

REPORTING LINE

The Consultant will report to the Division Manager PCER2 Communication and External Relations Department.

Qualifications and Experience

The assignment will be undertaken by an individual Consultant who meets the following criteria:

- Minimum of Bachelor degree in marketing, graphic design or equivalent, plus not less than 10 years’ experience in creative design (Potential candidates must provide a digital link to their creative portfolio to demonstrate competency);
- National of a Bank Member Country;
- Proven capability and experience in brand building, marketing campaigns and innovative thinking;
- Working experience within multicultural teams and international organizations or companies and knowledge of Africa and development issues;
- Strong experience with global communication / marketing firms;
- Very strong editorial and communication skills; fluency in English and French, with an eye toward results-based management;
- Very good knowledge and understanding of the marketing and communication industry;
- Proficiency in standard software such as Word, Excel, PowerPoint, Outlook, as well knowledge of best practices in social media.

TIME FRAME AND PLACE OF WORK

The Consultant is expected to commence duties at the Bank’s Headquarters, in Abidjan, on 16 May 2019. The assignment is for a period of six (06) months, (renewable based on performance).

Establishment of the shortlist

A shortlist of three to six individual consultants will be established at the end of the request of expressions of interest. The consultants on the shortlist will be judged on the following criteria on the basis of their updated résumé

| General qualification and suitability for the task to be performed | 45% |
| Experience in the specific or related assignment | 35% |
| Experience with an international organization and or academic institution | 5% |
| Language Capacity (English and French) | 5% |
| Knowledge of the Region (Africa) | 10% |
To express your interest, please click here: https://bit.ly/2UR707E and submit your cover letter and your updated CV.

In order to ease comparison between applicants, we would be grateful if you attach an updated Curriculum vitae on the basis of the template below. This does not prevent you from submitting another version of the your CV in the format / layout of your choice, on top of a powerful cover letter which will help you make the case for your candidacy.

**MODEL CURRICULUM VITAE (CV)**

Title of the assignment: Department:

Surname: First Name:
Birth Date: Nationality:
Address: Country:
Telephone: E-mail:

<table>
<thead>
<tr>
<th>Are any of your family members (spouse/partner, father/mother, Brother/sister, Son/daughter, etc. employed in the African Development Bank?</th>
<th>Yes □ No □ If «Yes», the following data must be provided</th>
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<tr>
<td>Name</td>
<td>Relationship</td>
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<tr>
<td>Language Level</td>
<td>Read</td>
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<tr>
<td>English</td>
<td>Fair</td>
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<td>Excellent</td>
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<td>Other (specify)</td>
<td>Fair</td>
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<td>Good</td>
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<td>Excellent</td>
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</tbody>
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**Key Qualifications:**

Please provide (i) a summary of your experience and training highlighting the most relevant for the proposed assignment, and (ii) the responsibilities which you exercised. Utilise one half-page maximum.
Education (University Level and above only):

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<tr>
<th>Name of University - City - Country</th>
<th>Period</th>
<th>Diploma Obtained</th>
<th>Main Topic / Major</th>
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Professional Training:

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<th>Name of Training Institution - City - Country</th>
<th>Type of Training</th>
<th>Period</th>
<th>Certificates or Diploma Obtained</th>
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Employment Record:

Begin with your most recent employment. For each job since your Master Degree achievement, please indicate:

- Name of the Employer
- Type of Activity/Business of the Employer
- Title / Function
- Place of Employment
- Brief Description (three lines maximum) of main accomplishments and responsibilities

Reference:

Please indicate the name and address of three persons with no family relationship with yourself, familiar with your character and titles.

I hereby certify that the responses which I provided above are all, to the best of my knowledge, true, complete and accurate. I acknowledge that an inaccurate statement or essential omission in a personal declaration or another document required by the African Development Bank might result in the rejection of my application, termination of my Contract or any other administrative sanction by the Bank. The African Development Bank may verify any statement which I made in this application.

Date: __________

Signature: ________