

AFRICAN DEVELOPMENT BANK
Financial Sector Development Department – PIFD

TERMS OF REFERENCE:

SENIOR COMMUNICATION CONSULTANT

1. Introduction

The African Development Bank (AfDB) is the premier multi-lateral development finance institution fostering economic growth and social progress in Africa. The AfDB's primary goal is to reduce poverty and improve living standards by deploying its resources in Africa, and providing financial and technical assistance for development projects and programs in Africa.

The primary role of the Financial Sector Development (FSD) Department is to help the Regional Member Countries (RMCs) increase the reach, depth, and breadth of their financial systems, while safeguarding financial stability. The Department has four long-term objectives: (i) development of a vibrant financial sector through an inclusive access by households and enterprises to financial services; (ii) strengthening markets participants; (iii) developing efficient capital markets, and (iv) deepening regional financial integration.

Paired with other Industrialization, infrastructure and Private Sector complex departments, the Financial Sector Development Department (PIFD) is responsible for implementing the Bank Group's Financial Sector Development Policy and Strategy 2014–2019 (FSDPS) towards vibrant, innovative, robust and competitive financial systems, both national and regional, and in both the public and private sector levels of RMCs. FSD plays a transversal role across the Bank's five strategic priorities, applying its financial deepening and access tool kit to the High Five (H5) agenda. Fundamentally, the scalability and policy momentum inherent in the H5 agenda create an important opportunity for expanded relevance of the FSD core skill-set: flexible financing instruments and delivery frameworks for financial inclusion, smart resource mobilization and capital markets development. FSD leverages partnerships to bring about greater developmental impact in financial sector development.

2. Objective(s) of the Assignment

Under the supervision of the Financial Sector Director, the communication expert will contribute to the work unit by completing a variety of tasks assigned, covering all or a combination of the following functions:

- Serve as the focal point for internal and external communications related to PIFD and the trust funds hosted in PIFD.
- Develop and implement a communication strategy for PIFD;
- Liaise with external contractors for the development of PIFD website, as well as the websites of the trust funds hosted by PIFD;
- Ensure the quality and timely production of all promotional materials, including, but not limited to, brochures, flyers, and paraphernalia;
- Liaise with external contractors for the production of promotional materials;

- Publish thematic articles on the Bank website and produce the trust funds' newsletter on a bi-monthly basis; Liaise with journalists, business writers, and counterparts in the development community to ensure coverage of PIFD events and projects;
- Lead the organization of thematic forums, workshops, and panels related to FSD;
- Prepare speeches, briefs, talking points, and visual presentations ensuring appropriate representation of PIFD and its activities both externally and internally.

3. Scope of Services, Tasks and Expected Deliverables

3.1. Scope of work and responsibilities

Under the general supervision and guidance of the Director, the Communications Expert will be required to perform the following duties and responsibilities:

- Implement FSD communications strategy in order to uphold a positive image of the organization;
- Comply with institutional guidelines for activities and programs that promote corporate communications objectives;
- Organize high profile events such as panels, workshops, and conferences including at the Bank's Annual Meetings to develop partnerships and showcase FSD brand and impact on Industrialisation;
- Develop and produce informational material (brochures, leaflets, case studies, films, audio-visual productions) and statutory documents with a view to promoting FSD programs and Trust Funds such as: Boost Africa, ADFI, MFW4A, AFMI, and Africa SME Program, and newly coming Trust Fund.
- Create and manage an FSD website within the AfDB website and use social media tools in communication.
- Manage and liaise with contractors the creation of websites for the trust funds hosted by PIFD;
- Prepare press releases, information notes, advertising insertions, briefs, talking points, and speeches.
- Collect, generate and disseminate information within Afdb and in member countries through media networks and relevant organizations;
- Create and maintain strategic professional partnerships with key print and electronic media organizations;
- Handle routine queries, and monitor internal processing mechanisms and timelines to allow for speedy and accurate response;
- Attend to media aspects of FSD events: seminars, conferences and workshops; and contribute to the development of an efficient mailing list and distribution system of FSD information products;
- Manage publishing, and dissemination of major publications produced by FSD, in particular those stemming from Triennials and Ministerial Conferences; and Write, edit, proofread and produce various articles.
- Perform any other task as requested by the Director.

3.2. Management/supervision

The Senior Communication Expert will work independently with the PIFD front office, under the overall guidance of the Director (Financial Sector Department).

4. Required Qualification and Experience

- a. At least a Master's Degree or above in Communication, journalism, International relation, Economics, Business Administration or related fields with a minimum of 8 years of relevant working experience;
- b. A minimum of 5 years of professional experience in Public Relations. Policy and strategy, or Media activities working in an international organization, government, NGO or a reputable private sector organization.
- c. Solid grasp of financial sector development policy issues on the continent;
- d. Self-confidence, excellent communications skills and ability to interact effectively with staff and external partners;
- e. Excellent writing and editing skills in French and English; and experience managing the production of Newsletters and other publications;
- f. Knowledge and understanding of current trends in digital and social media including internet navigation, various office applications, etc.;
- g. Diplomacy, extroversion, strong interpersonal skills and ability to effectively manage relationships with media representatives;
- h. Proven rigor in producing high quality documents; and resourcefulness in delivering accurate information to stakeholders in a timely manner;
- i. Ability to synthesize complex messages and articulate them in a concise, comprehensive and intelligible way for the target audience;
- j. Capacity to keep abreast of technical and professional innovations in media technology and practices;
- k. Open to change, proactively support continuous improvements in work processes and able to roll up the sleeves and manage innovations;
- l. Strong team player with a proven track record of effective networking, client orientation and operational effectiveness; and Competence in the use of standard Microsoft applications and social media tools.
- m. Fluency in English or French - working knowledge of the other is an advantage.
- n. Competent in the use of Bank standard software (Word, Excel, Access, PowerPoint, and web tools).

The Financial Sector Development Department hereby invites suitably qualified individual consultants Interested Consultants are required to provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (CV, 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 Corporate Consultants**.

Please note that interest expressed by a Consultant does not imply any obligation on the part of the Bank to include him/her in the shortlist.

The estimated duration of services is **6 months** with the intent to extend the contract at that time for at least another 6 months term based on satisfactory performance. The tentative starting date is **4th February 2018**.

Interested Individual Consultants may obtain further information at the address below during the Bank's working hours: 0900hrs to 1700hrs.

Expressions of interest must be received either electronically by e-mail at the address below **no later than December 28th, 2018** at 1700hrs local time and specifically mentioning "**PIFD FS SENIOR COMMUNICATION EXPERT**".

For the attention of:

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