



AFRICAN DEVELOPMENT BANK

REQUEST FOR EXPRESSIONS OF INTEREST FOR THE RECRUITMENT OF A MEDIA RELATIONS COORDINATOR CONSULTANT

AVENUE JEAN-PAUL II IMMEUBLE CCIA 01 B.P 1387
ABIDJAN 01 CÔTE D'IVOIRE

Assignment Title: Media Relations Coordinator Consultant

Brief Description of the Assignment: The consultant will mainly design and implement communications plans and media outreach strategies for the Communication and External Relations Department.

Department issuing the request: Editorial and Media Relations (PCER1)

Place of assignment: Abidjan, Côte d'Ivoire

Duration of the assignment: 12 months

Tentative date of commencement: 20 February 2023

Deadline for applications: 10 February 2023 at 17:00 GMT

How to submit applications: [Online](#)

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

Terms of Reference **For the recruitment of Media Relations Coordinator** **Individual Consultant**

Background

The African Development Bank (“the Bank”) is Africa’s 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 27 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.

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, the Bank has a unique opportunity to help drive the continent's economic development and consolidate its mandate.

To deepen its transformative impact on the lives of millions of people, spread the word about its remarkable achievements in developing the continent, trigger adherence to its policy recommendations, strengthen its resource mobilization work, the African Development Bank seeks to establish a more sustained and proactive relationship with tier 1 international TV business news programs and publications, with a view to providing a more expansive view of the Bank's work.

To this end, the Communication and External Relations Department is seeking to recruit a seasoned media relations expert, with strong exposure to top tier global media to help shape and determine what the Bank's focused messaging should and can be within the context of current global issues and the Bank's impactful work.

Essentially, we should be asking ourselves four questions -

- What are we doing that other MDBs are not?
- Why should this story, project, or issue be of journalistic and viewer interest? Does it have 'legs.' If so, what's the angle?
- What third-party amplifiers or beneficiaries can VPs and country managers line up in the event that any media needs to check the veracity of our claims?
- What existing media collateral can we supplement the media's reports with - background briefs, video, photographs, infographics etc.?

4. We will need to identify key bank and global events around which we can schedule **pre-event feature interviews for PRST**. This may include, but again not necessarily be limited to the Annual Meetings of the Bank, Davos, UNGA, WB Annual Meetings, AIF, COP, Olympics, etc., and other relevant high visibility events.

Duties and responsibilities

The Senior Media Relations Coordinator Consultant will be under the authority and supervision of the Division Manager PCER1.

The successful candidate will undertake the following duties:

- Design and implement communications plans and media outreach strategies.
- Establish, cultivate and maintain good relationships with media representatives (international, pan African and local), with a strong focus on top tier media.

- Provide guidance on and place op-eds written by senior management.
- Track and analyze the quality and quantity of media coverage;
- Utilize all communications tools (online outreach, podcasts, events, publications, video, social media) to maximize media coverage, and contribute creative ideas to better leverage these channels.
- Pitch to top tier media houses and manage media attendees at major Bank events;
- Inform Bank's staff and leadership of media coverage by producing weekly media updates and a monthly media report.
- Provide information to media outlets in view of generating articles, news releases.
- Oversee day-to-day media relations activities, both in a responsive and proactive manner.
- Organize media roundtables and speaking opportunities for senior management.
- Create targeted media lists.
- Develop new content partnerships and social media outreach opportunities.
- Oversee the social media team, help manage and create content;
- Identify and facilitate media partnerships and sponsorships;
- Write press materials including news releases, media advisories, OpEds, thought leadership pieces, and pitch notes to be placed on top tier media houses (international, regional and local) as required.
- Work on a focused annual global media outreach calendar, and in tandem with Cabinet, commit to mid to long-term media opportunities, with global newspapers, news agencies, business and news TV channels.

Qualifications and Experience

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

- Minimum of a Bachelor degree in Journalism, Communications, International Relations, or a related field
- National of an African Development Bank member country;
- At least 10 years of experience as a media relations expert, of which 5 include professional experience developing and implementing strategies to grow relationships with African and international media within an international organization.
- Proven exposure to top tier global media
- Knowledge of the news cycle, and traditional and online media outlets
- Experience pitching and placing op-eds
- Good contacts within African media landscape
- Experience training experts for on-camera, radio and print interviews
- Excellent ability to communicate in English, and a good working knowledge of French
- Excellent interpersonal skills, working experience within multicultural teams and international organizations or companies, and knowledge of Africa and development issues a plus

- Ability to work in a fast-paced environment
- A team player and self-starter with a can-do attitude
- Proficiency in standard software such as Word, Excel, PowerPoint, Outlook, as well as knowledge of best practices in social media.

Reporting line

The Consultant will report to the Division Manager PCER1, Communication and External Relations Department. The role involves daily interaction with an important number of stakeholders: the President and his advisers / Cabinet, the Communication and External Relations Director, Vice Presidents, Directors...

Duration of the Assignment and place of work

The duration of the assignment will be twelve (12) months, renewable for the same period based on performance. The Consultant is expected to commence duties at the Bank's Headquarters, in Abidjan, on 13 February 2023. The working time will be eight (8) hours per day on the basis of five working days per week. The incumbent might work beyond regular working hours in case of emergencies, high workload or key corporate events. The incumbent will be entitled to two leave days per month and will be based in Abidjan.

Establishment of the Shortlist

A shortlist of three to six individual consultants will be established at the end of the stipulated period of request for expressions of interest. Consultants on the shortlist will be assessed based on the following criteria and on the basis of a comprehensive technical proposal clearly showing how the candidate matches the following requirements:

| | |
|---|-------------|
| Qualifications relevant to the assignment | 20% |
| Very strong exposure to global media, with a proven ability to pitch top-tier journalists and news outlets | 40% |
| Experience with writing and editing for both traditional and digital media platforms | 10% |
| Experience with global thought leaders and with international institutions such as the African Development Bank | 15% |
| Knowledge of Africa and its development challenges | 10% |
| Language proficiency (fluent English, with working knowledge of French) | 5% |
| Total | 100% |

To express your interest, please submit your cover letter, an updated CV and samples of previous successful media relations achievements. Please use this template for naming your files:

- [Your-Last-Name]_[Your-First-Name]_CV

- [Your-Last-Name]_[Your-First-Name]_Cover-Letter
- [Your-Last-Name]_[Your-First-Name]_Samples

To facilitate our candidate assessment process, please attach an updated curriculum vitae on the basis of the template below. This does not prevent you from submitting another version of your CV in the format / layout of your choice, under cover of a strong cover letter, where are free to make a case for your candidacy.

MODEL CURRICULUM VITAE (CV)

Title of the Assignment: Department:

Surname:

First Name:

Birth Date:

Nationality:

Address:

Country:

Telephone:

E-mail:

| Are any of your family members (spouse/partner, father/mother, Brother/sister, Son/daughter, etc.) employed in the African Development Bank? | | | | Yes <input type="checkbox"/> No <input type="checkbox"/> If «Yes», the following data must be provided | | |
|--|--------------------------|-----------|--------------------------|--|--------------------------|-----------|
| Name | Relationship | | Organisation Unit | | Place of Assignment | |
| Language Level | Read | | Written | | Spoken | |
| English | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair |
| | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good |
| | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent |
| French | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair |
| | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good |
| | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent |
| Other (specify) | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair | <input type="checkbox"/> | Fair |
| | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good | <input type="checkbox"/> | Good |
| | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent | <input type="checkbox"/> | Excellent |

Key Qualifications:

Please provide (1) a summary of your experience and training, highlighting the most relevant experience for the proposed assignment; and (2) the responsibilities which you exercised. This should be no longer than half a page, maximum.

Education (University Level and above only):

| Name of University – City -Country | Period | | Diploma Obtained | Main Topic / Major |
|---------------------------------------|--------|----|------------------|--------------------|
| | From | To | | |
| | | | | |

Professional Training:

| Name of Training Institution- City - Country | Type of Training | Period | | Certificates or Diploma Obtained |
|--|------------------|--------|----|-------------------------------------|
| | | From | To | |
| | | | | |

Employment Record:

Begin with your most recent employment. For each job that you have had since earning your master’s degree, 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 to yourself, who are familiar with your character and the positions that you have held.

I hereby certify that the responses which I have 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 that I have made in this application.

Date: _____

Signature: