REQUEST FOR EXPRESSIONS OF INTEREST

“Communication & Change Management Consultant”

AFRICAN DEVELOPMENT BANK
Avenue Joseph Anoma, 01 B.P. 1387, Abidjan, CÔTE d'IVOIRE

Corporate IT Services Department (CHIS)
E-mail: IT_Recruitment@afdb.org
Telephone: (+225) 20 26 22 61/ (+225) 20 26 25 83

1. The African Development Bank hereby invites Individual Consultants to indicate their interest in the following Assignment: “Communication & Change Management Consultant”.

2. The Vice Presidency Complex, Human Resources and Corporate Services (CHVP) is seeking for the services of a Communication and Change Management Consultant to support its internal and external outreach work.

As for communication, the main objectives of the consultancy are: (i) to support the complex in raising its profile to showcase its strategic role in the Bank. (ii) to facilitate strategic information delivery, shared learning and maximize communication opportunities and (iii) to enhance internal Bank information sharing and outreach of the complex programmes.

The objectives would be achieved through a range of public relations activities and communication channels including digital and social media, internal communication and speaking opportunities.

As for change management, the objectives are to create business awareness, desire, knowledge, ability and reinforcement to maintain the changes and adoption of the new solutions throughout the project management life cycle.

More details about the scope of work are provided in Annex 1 attached to this request for expression of interest.

3. **ESSENTIAL SKILLS/COMPETENCIES:**

   - At least Master’s degree in Change Management, Communications, Information Management, Marketing, Journalism or Information Knowledge Management.
   - Minimum of 5 years of relevant professional experience in change management, communications on Information and communications technology field gained with similar multinational, major private or public institutions.
   - Excellent spoken and written French or English, with a working knowledge of the other language.
   - Knowledge on Customer Relationship Management, Account Management on IT, Change Management Frameworks (ADKAR, ESCAPE, etc) will be added advantage
   - Ability to think strategically and rapidly analyze diverse information from various sources.
   - Experience using digital and social media to stimulate conversations with user community, develop strategies to position across different means of communications
   - Ability for teamwork in a multicultural environment.
   - Significant experience in Communications Strategy, Planning, and Execution and in-depth proficiency at a level sufficient to assist, consult, or lead others in the planning, development, and execution of communications strategies for complex projects.
- Client Orientation - Maintains client relationships in the face of conflicting demands or directions and provides evidence-based advice and solutions based on sound diagnosis and knowledge.
- Strong ability to see newsworthy stories quickly and easily.
- Experience in creating engaging social media assets and image editing.
- Good understanding of the issues relating to Human Resources and Corporate Services management in an international arena.
- Ability to analyze complex information quickly and simply for audiences.
- Good political and personal judgment.

4. The **Corporate Information Technology Services Department (CHIS)** invites Individual Consultants to indicate their interest in providing the above-described services. Interested Consultants shall provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (**CV, reference to similar services, experience in similar assignments, etc.**).

5. The eligibility criteria, the establishment of a short list and the selection procedures shall be in conformity with the Bank’s procedures for the acquisition of consulting services funded by the administrative or capital expenditure. 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.

6. The estimated duration of services is **six (06) months** and the estimated starting date is **15 July 2020**.

7. Interested Individual Consultants may obtain further information at the address below during the Bank’s working hours: from 08:00 to 17:00 hours, Abidjan Local Time.

8. Expressions of interest must be received by email at the address below no later than **Friday, 26 June 2020 at 17:00 hours, Abidjan local time** and specifically mentioning “Communication and Change Management Consultant”.

For the attention of: **IT Recruitment Team**
African Development Bank
Corporate IT Services Department (CHIS)
Avenue Joseph Anoma, 01 B.P. 1387,
Abidjan, CÔTE d'IVOIRE
Tel: (+225) 20 26 22 61
Email: **IT_Recruitment@AFDB.ORG**

9. **ESTABLISHMENT OF THE SHORT LIST**
A shortlist of three to six individual consultants will be established at the end the request of expressions of interest. The consultants will be judged on the following criteria on the basis of their updated resume.

i. Level of education in general **20%**
ii. Educational level compared to the field of mission **20%**
iii. Years of experience in general **20%**
iv. Number of years of experience relevant to the mission **40%**
Annex 1 - TERMS OF REFERENCE

COMMUNICATION AND CHANGE MANAGEMENT CONSULTANT

1. BACKGROUND

1.1. The African Development Bank (AfDB) is the premier pan-African development institution established in 1964, promoting economic growth and social progress across the continent. There are 80 member states, including 54 African member countries and 26 non-regional member countries. The Bank’s development agenda is delivering the financial and technical support for transformative projects that will significantly reduce poverty through inclusive and sustainable economic growth. In order to sharply focus the objectives of the Ten-Year Strategy (2013 – 2022) and ensure greater developmental impact, five major areas, all of which will accelerate our delivery for Africa, have been identified for scaling up, namely; energy, agro-business, industrialization, integration and improving the quality of life for the people of Africa. The Bank is seeking to build a senior management team that will lead the successful implementation of this vision.

1.2. The Vice Presidency Complex, Human Resources and Corporate Services (CHVP) is responsible for providing leadership in the formulation and implementation of Bank’s strategies on people, information technology, general services and institutional procurements, language services, business continuity and, staff welfare, health and safety. The complex ensures that all Human Resources and Corporate Services are realigned to drive greater corporate performance and execution of the Bank’s strategic vision and priorities.

The Complex ensures the delivery of efficient, people-centered, client oriented, corporate services to guarantee overall institutional effectiveness in all aspects of the Bank’s corporate services. The complex leads efforts to digitalize and transform the Bank into a knowledge driven workforce, promote human resources policies that enhance talent, drive a performance driven culture, and ensure the competitiveness of the Bank as the employer of choice.

2. OBJECTIVES OF THE ASSIGNMENT

The CHVP complex is seeking for the services of a Communication and Change Management Consultant to support its internal and external outreach work.

As for communication, the main objectives of the consultancy are: (i) to support the complex in raising its profile to showcase its strategic role in the Bank. (ii) to facilitate strategic information delivery, shared learning and maximize communication opportunities and (iii) to enhance internal Bank information sharing and outreach of the complex programmes.

The objectives would be achieved through a range of public relations activities and communication channels including digital and social media, internal communication and speaking opportunities.

As for change management, the objectives are to create business awareness, desire, knowledge, ability and reinforcement to maintain the changes and adoption of the new solutions throughout the project management life cycle.

3. SCOPE OF THE SERVICES

Under the guidance of the Vice President, Human Resources and Corporate Services and in collaboration with the various departmental teams, the consultant will undertake the following:

Part I: Communication:

- Support the complex in designing, developing, reviewing, editing and translating of communication materials.
• Work across the Complex to identify projects, stories and messages that are engaging, motivating and high quality, and which communicate impact and showcase the work of the Complex.
• Identify opportunities for creating and delivering inspiring and attractive multimedia content about the work of the complex.
• Contribute to identifying new and creative ways to enhance the visibility and outreach of the work of the complex.
• Support the Complex with the creation and/or delivery of communications activities and products such as written content, newsletters, case studies, including infographics and learning events, related to the work of the Complex.
• Ensure that all communication materials synergize with the Complex communications strategies and branding.
• Ensure all communication material is targeted at agreed audiences, and delivers agreed key messages.
• Support the Complex in documenting learnings and building a ‘library’ of communication materials.
• Review the current communications and outreach activities of the complex and initiate improvement measures.
• Write and disseminate information about CHVP Projects delivery to clients, presentations, letters and other forms of communications to Bank-wide.
• Determine the types of information and communications activities that are best suited to address issues or problems and identifies relevant information sources. Accordingly, write and/or oversee the preparation, production and dissemination of both routine and outreach products that promote the strategic and timely flow of information and key messages about the Complex.
• Inform and educate the user community and the business about services provided by Complex and its value to business.
• Actively seek opportunities to collaborate with other Complexes to mutually amplify and deepen the impact of communications.
• Coordinate the day to day work of communications and outreach activities by liaising with CHVP service owners, Process owners, Project Managers and CHVP Management team.
• Prepare and communicate the Complex performance using the identified KPI for different stakeholders.

Part II: Change Management:

• Establish and execute a Change Management Plan to create business awareness, desire, knowledge, ability and reinforcement to the changes and adoption of the new solutions throughout the project management life cycle.
• Liaise with Project Managers, Team Leads and Stakeholders to analyze the expected changes and their impacts so that communication can be made to the business and users in advance as well as agree on the change schedules and modalities.
• Manage the adoption of new solutions to be the business by using Change Management models such as ADKAR (Awareness, Desire, Knowledge, Ability and Reinforcement), etc.
• In collaboration with Project Managers, create and implement a Communication Plan before, during and after the changes and deployment of new IT Services.
• Identify the training and coaching needs as well as deployment priorities. Create and execute the training and deployment plan in collaboration with Project Managers or Team Leads.
• In collaboration with Project Manager and Team Leads, identify areas of resistance to adoption of new services and put in place communication and Resistance Management Plan
• Accelerate the digital transformation through cultural and organization changes management
• Enhance a culture of service excellence, agility and innovation through communication.
• Create KPIs to measure the adoption of new services as well as using running surveys about customer satisfaction and experience

4. KEY DELIVERABLES

Throughout the engagement period, the consultant will deliver the following:

• Communication and change management strategy of the Complex in line with the Bank’s Strategy.
• Design, edit, publish and disseminate (or keep up to date) all the Complex communications material to Bank-wide and internal to the Complex.
• Framework for establishing a monthly bulletin of the Complex (with template).
• Framework for establishing a quarterly Newsletter of the Complex (with template).
• Deliver Projects communication material during the execution and final deployment stages.
• Deliver internal communications support to Project teams.
• Design and supervise manufacturing of all kind of deliverables, including the work on stand design and realization for the Annual Meetings, Open Days, etc.
• All deliverables include the design and templates will be in editable format and will belong to the Bank.
• Change Management and Communication Plan.
• Adoption KPIs and Surveys.
• Train/Coach the Communication and Outreach Team.

5. REPORTING LINE

The Consultant will work under the guidance of the Vice President, Human Resources and Corporate Services and in collaboration with the various departmental teams.

6. DURATION

The assignment period is expected for six (06) months.

7. LOCATION

The work will be carried out remotely during the Covid-19 lockdown period. If the situation changes, the work will be done at the Bank’s HQ in Abidjan.

8. REMUNERATION

The consultant will receive a monthly lump sum rate based on his experience. No additional benefits or per diem will be paid. The individual consultant is responsible for his/her own health insurance and own accommodation costs.