AFRICAN DEVELOPMENT BANK
AFRICAN WATER FACILITY
REQUEST FOR EXPRESSIONS OF INTEREST
STRATEGIC COMMUNICATION CONSULTANT (FIRM)

1) The African Water Facility (AWF) hereby invites Consulting Firms to indicate their interest in the following Assignment: **Strategic Communication Consultant**

2) The services to be provided under the Assignment include: to develop and implement a highly effective communication program that will increase awareness and understanding of AWF and AHWS through strategic activities designed to communicate progress, achievements, results and impacts on their main stakeholders, including donors, and the general public.

3) The Terms of Reference for the Assignment are specified in Appendix I to this Invitation. You may comment on the TORs of the assignment.

4) The AWF invites Consulting Firms to indicate their interest in providing the above-described services. Interested eligible Consulting Firms or associations of Consulting Firms shall provide information on their qualifications and experience demonstrating their ability to provide the services (documentation, references for similar services, experience in comparable assignments, availability of qualified staff, etc.).

5) The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank’s **Procurement Policy and Procedure for Corporate Consultants Recruitment**. Please, note that interest expressed by a Consulting Firm does not imply any obligation on the part of the Bank to include it in the shortlist.

6) Interested firms may obtain further information at the address below during office hours from 8:00 to 12:00 a.m. and 2:00 to 5:00 p.m. local time in Cote D'Ivoire.

7) Expressions of interest must be delivered in French or in English to the address below by the **22nd July 2022 at 5.00pm** and mention **“Expression of Interest: Strategic Communication Consultant (Firm)”**.

Attn: African Water Facility
African Development Bank
Mr. Mtchera Chirwa, Coordinator, AWF

Physical Address:
Immeuble CCIA Abidjan Plateau, Avenue Jean-Paul II
01 BP 1387, Abidjan 01 Cote D'Ivoire
E-mail: m.chirwa@afdb.org

Copy: f.kargbo@afdb.org; s.blazyk@afdb.org
AFRICAN DEVELOPMENT BANK GROUP
WATER DEVELOPMENT AND SANITATION DEPARTMENT
AFRICA WATER FACILITY

Avenue Joseph Anoma, 01 BP 1387, Abidjan, Côte d’Ivoire

TERMS OF REFERENCE

STRATEGIC COMMUNICATION CONSULTANT (FIRM)

1 BACKGROUND

The Bank: Established in 1964, the African Development Bank is the premier multilateral development finance institution fostering economic growth and social progress in Africa. The Bank’s primary goal is to reduce poverty and improve living standards by mobilizing resources in and outside Africa and providing financial and technical assistance for development projects and programs in Africa.

The Complex: The Agriculture, Human and Social Development Complex (AHVP) leads in implementing two of the five priority areas “High 5’s”, namely “Feed Africa” and “Improve the Quality of Life for Africans”. The Complex comprises five departments: (i) Agriculture and Agro-Industry Development; (ii) Agriculture Finance and Rural Development; (iii) Gender, Women and Civil Society; (iv) Water Development and Sanitation; and (v) Human Capital, Youth and Skills Development.

The hiring department/unit: The Water Development and Sanitation Department (AHWS) is responsible for coordinating the Bank’s water development and sanitation-related activities to enhance synergies and contribute to the achievement of all High 5s. The Department leads the Bank’s support for Africa’s economic transformation through the identification and promotion of sustainable and integrated solutions across the water value chain and for sanitation. It also supports regional hubs in the development and promotion of new knowledge, approaches and tools for green and inclusive water resources development and management, and improved sanitation. The African Water Facility (AWF) is housed under AHWS.

The African Water Facility is an initiative of the African Ministers’ Council on Water (AMCOW) conceived to mobilize resources to finance water sector facilitation and investment activities in Africa. The AWF was established within the context of the Africa Water Vision 2025 and the Sustainable Development Goals. The African Development Bank is managing the AWF at the request of AMCOW. The resources of the AWF are primarily allocated to water resources projects and programmes focused on improving the enabling environment for sustainable national and regional water resources management. It provides resources for strategic and small-scale investments while preparing projects and programs for immediate capital investments.

The AWF plans organizes and carries out activities related to project and programme cycle activities (identification, preparation, appraisal implementation, and supervision) in the above areas, in all African countries; undertakes studies on issues regarding water sector development and related areas; provides advice and technical assistance to African countries, and ensures coordination and synergy with other partners and donors in the water and sanitation sector in Africa. The AWF currently manages a portfolio of €170.5 million spread all over Africa.

The recently revised African Water Facility Strategy 2017-2025 recognized the need for the Facility to upgrade its communications activities to enhance its visibility, transparency, outreach, and ability to mobilize resources for the
implementation of the Strategy. The strategy also highlights the need to improve the Facility’s external and internal communications in conjunction with the Bank’s Communications and External Relations Department (PCER), the Agriculture, Human and Social Development Complex, and the Africa Ministers’ Council on Water in addition to more focus on capacity building, knowledge management and partnerships.

2 OBJECTIVE AND SCOPE OF THE ASSIGNMENT

2.1 Objectives of the assignment

The main objective of the assignment is to develop and implement a highly effective communication program that will increase awareness and understanding of AWF and AHWS through strategic activities designed to communicate progress, achievements, results and impacts on their main stakeholders, including donors, and the general public.

The consultancy is intended to make communication effective to achieve successful outcomes, including:

i) Developing and sustaining strategic partnerships, resource mobilization from existing and new donors, and philanthropies;

ii) Collaboration with Regional Member Countries, water sector agencies and institutions, development partners, NGOs, CSOs and the private sector;

iii) Raising the visibility of AWF and AHWS to key stakeholders within the Bank and externally in the international development cooperation space;

iv) Coordination of water and sanitation-related communication activities across the Bank’s departments and initiatives; and

v) Production and dissemination of knowledge products on results and impacts, to enhance the visibility of the Facility’s interventions to partners, stakeholders, and the general public.

2.2 Scope of work

The consultant shall ensure the assembly of a team of experts capable of maintaining professional focus and delivering high-quality work, including:

i) 16 Years of AWF Publication: The consultants shall work with the AWF team to write and publish a report on AWF achievements, success stories, and impacts since its establishment in 2004. This shall entail collecting information, stories, feedback, and knowledge from the field. Development of this publication shall include the preparation of videos on a select number of stories to be used across multiple platforms.

ii) African Urban Sanitation Investment Fund communication strategy and materials: Following the development of the new African Urban Sanitation Investment Fund and the decision taken by its steering committee for the Bank and the African Water Facility to host the Fund, the Facility is working on a process to secure approval from its governance organs and to launch its implementation immediately thereafter. The consultants will therefore be required to work with the department to develop a communication strategy for the African Urban Sanitation Investment Fund.

iii) Communications strategy and specific products: The consultants will review, strengthen and finalize the draft AWF and AHWS communication strategy. In addition to the annual communications work plan, the consultants will design detailed implementation-oriented communication plans for specific initiatives, publications, and events, and related PowerPoint presentations.

iv) Web multimedia content maintenance: The Consultants will be required to refresh the AWF website to give it a revamped look. They shall also be responsible for its management and maintenance, writing, generating, and editing content for the website in collaboration with the Bank’s Communications and External Relations Department (PCER).
v) **Publications:** The consultants will be required to write, contribute to, and edit publications (reports, fact sheets, leaflets, brochures, country briefs, etc.) and will ensure their quality and support their dissemination when requested to do so.

vi) **Social Media:** The consultants will be responsible for the day-to-day running of the Facility’s social media platforms such as Twitter, Facebook, YouTube, and LinkedIn.

vii) **Outreach campaigns:** The consultants will design and implement outreach campaigns targeting specific stakeholders and key audiences. The consultants will also be responsible for managing public relations and facilitating stakeholder events, from conception to implementation.

viii) **Knowledge landscape presence:** The consultants will liaise with the Bank’s Communications and External Relations Department to support the expected growing presence of AWF and AHWS in their leading role as the only African Water Sector focussed project preparation facility.

ix) **Newsletter:** The consultants will manage the production of a quarterly newsletter aimed at keeping Bank staff, partners, stakeholders, and the public abreast of the Facility’s activities.

x) **Events:** The consultants will help design, manage, and roll out thematic events such as seminars, and roundtables, and support the preparation of communication activities and materials for AWF and AHWS’s participation at international conferences and elsewhere as required. This shall involve branding the events in coordination with PCER.

xi) **Media relations:** The consultants will work with AHVP Front Office and PCER to carry out media outreach activities, including pitching, story ideas, and articles across traditional, digital, and social media platforms, as well as media monitoring.

xii) **Knowledge management and desktop publication:** The consultants shall lead the editorial, publication, and digital management of knowledge products in line with the Bank’s guidelines.

xiii) **Content archiving and management:** The consultants will be responsible for modern and appropriate filing, and archiving of related photos, video, and press contacts to the Bank’s databases.

xiv) The consultants will also be responsible for assisting in the development of resource mobilization documents, accompanying briefing notes, PowerPoint presentations, pamphlets, etc as and when required to do so.

3 **REPORTING**

The consultants will report to the Coordinator of the AWF and AHWS managers, in coordination with the AHVP Front Office, but shall work under the direct guidance of the Bank’s Communications and External Relations Department.

4 **QUALIFICATIONS AND EXPERIENCE REQUIRED**

The **consulting firm** shall have a minimum of 6 years experience in development communication and have undertaken similar assignments with major institutions. The **consulting firm** must have a team of individuals with the following qualifications and experience:

a) Appropriate higher-level qualifications in communication, journalism, marketing, or equivalents.

b) At least 6 years of experience in events, knowledge management, publications, and strategic communication. Experience in water and sanitation, and water resources management will be an advantage.

c) Minimum of five (5) years of relevant work experience in web development with a solid portfolio of accomplished web projects.
d) Experience in updating web content, feeding social media, and using Microsoft standard software as well as desktop publishing suites; A knowledge of DRUPAL tools is needed.

e) Client and results orientation with strong analytical and communication skills (verbal and written), sense of accuracy, and attention to detail.

f) Robust multimedia production capacity and a clear understanding of news gathering and media storytelling processes.

g) Samples of past event management campaigns, noting the level of involvement and event impact.

h) Samples of past communication materials, including articles, press releases, video scripts, social media posts, etc.

i) Excellent written and verbal communication skills in English and French.

j) Familiarity with Adobe Edit Suite.

k) Fluency in social media and social media management platforms (Twitter, Facebook, Periscope, LinkedIn, etc.)

l) Competent in the use of standard software applications (MS Word, PowerPoint, Excel).

5 TIME FRAME AND PLACE OF WORK

The consultants will commence the assignment on 15 August 2022. The assignment is anticipated to last for an initial period of Twelve (12) months with the possibility of extension for another year subject to satisfactory performance and availability of funds. The assignment will largely be undertaken remotely but may have requirements of periodic physical presence at the Bank’s Headquarters in Abidjan, Ivory Coast, and travel to locations where the AWF may be undertaking or participating in activities.

6 REMUNERATION

The fee structure shall include a lumpsum deliverable-based payment for the specific deliverables under the contract, as well as a monthly retainer, an all-inclusive fee to be stated in the consultant financial proposal- subject to negotiation in compliance with the Bank’s established remuneration scale.

The Bank will cover full costs of any required missions and provide per-diem per rules governing consultants' mission travel. The consultants will be responsible for the insurance of its staff.

7 ELIGIBILITY

The African Water Facility invites eligible consulting firms to indicate their interest in providing these services.

Interested firms must provide information indicating that they are qualified to perform the services, including samples of work in the areas listed in the qualification section.

The eligibility criteria, the establishment of a shortlist, and the selection procedure shall conform with the Bank’s Procurement Policy for Recruitment of Corporate Consultants. Please, note that interest expressed by a consultant does not imply any obligation on the part of the Bank to include them in the shortlist.