**Title of assignment:** AHVP Front Office Communication Consultant to support the African Leaders for Nutrition (ALN)

**Brief description of the Assignment:** The Communication Consultant will be responsible for promoting the visibility of ALN’s work, brand initiative, and high-level political leadership for nutrition investment.

**Department issuing the request:** Agriculture, Human and Social Development Complex (AHVP/AHSA)

**Place of assignment:** Abidjan, Cote d’Ivoire

**Duration of the assignment:** Twelve (12) months, with the possibility of renewal subject to satisfactory performance.

**Tentative date of commencement:** 01 August 2022

**Deadline for applications:** 14 July 2022

Expressions of interest should be submitted to Faiza Ben Salah via email: f.bensalah@afdb.org.

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**ESTABLISHMENT OF THE SHORTLIST**

The evaluation of the candidates will be conducted based on the criteria outlined in the table below. To aid the evaluation, the candidates are requested to submit the following:

- Detailed curriculum vitae (based on the sample provided)
- Original writing sample on any topic related to development (2 pages)
- Letter of expression of interest

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>General Qualifications and adequacy for the assignment to be undertaken.</td>
<td>30%</td>
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<tr>
<td>Experience in the specific assignment described in terms of reference (ToRs).</td>
<td>30%</td>
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<tr>
<td>Experience with international development organizations or NGOs.</td>
<td>20%</td>
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<tr>
<td>Language proficiency (French, English).</td>
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Knowledge of Agriculture, Human, and Social Development issues across the continent. | 15%
---|---
**Total** | **100 %**

Terms of Reference
Communication Consultant

1. Introduction

The Bank:
The African Development Bank (the Bank) is a leading development institution on the continent, focused on promoting economic development and poverty reduction. It engages with the full range and complexity of development challenges in Africa. The Bank has integrated operations, lending directly to the public and private sectors through various instruments. It also provides advisory services to Regional Member Countries.

The Complex:
The Vice Presidency for ‘Agriculture, Human, and Social Development’ (AHVP) is a Sector Complex charged with the implementation of two of the Bank’s High 5 priorities of “Feed Africa” and “Improve Quality of Life for the People of Africa.” The complex objectives are fourfold: To develop policy and strategy, to provide deep sector expertise to the Regions by gathering pools of experienced individuals who can be consulted to provide sector expertise on complex transactions, and to develop new financing instruments. The Vice President acts as the spokesperson to represent the Bank with external stakeholders on aspects of “Feed Africa” and Improve Quality of Life for the People of Africa.”

The complex has departments that implement its operational and strategic programs. They include Agriculture and Agro-Industry; Agricultural Finance and Rural Development; Gender, Women, and Civil Society; Water Development and Sanitation; and Human Capital, Youth, and Skills Development. Each department is led by a director supervising several Division Managers and Program Coordinators. The Complex will drive the Bank’s bold vision and focus on “Feed Africa and Improve Life in Africa.”

Approach to program implementation

The ALN is a high-level platform for political engagement whose mandate is to mobilize Nutrition Champions from amongst African Heads of State and Eminent Personalities and forge strong partnerships with stakeholders in the nutrition sector at the continental and global levels. By working with these champions, ALN is committed to increasing the visibility and strengthening the political will to address complex underlying nutrition problems and encourage specific policy and financial commitments to the nutrition agenda in Africa. The political dialogue with Heads of State and Ministers of Finance is expected to accelerate progress toward the achievement of the Comprehensive Africa Agriculture Development Programme (CAADP)/Malabo targets, the six World Health Assembly (WHA) nutrition targets, and the second Sustainable Development Goal (SDG2), through sustained and increased investment for nutrition. ALN was established following the realization that malnutrition has far-reaching and long-term effects on the continent’s human capital potential; thus, the need to build and sustain high-level political leadership, commitment, and accountability to invest resources in the fight against malnutrition.
2. Objectives of the Assignment

The Communication Consultant will be responsible for promoting the visibility of ALN’s work, brand initiative, and high-level political leadership for nutrition investment. The incumbent will provide technical support towards the development and implementation of ALN’s communication plan, producing various information products and reports and products to support the advocacy role of ALN. S/he will develop all external communications, campaigns, and engagement to ensure that key messages from ALN are being communicated and the global, continental, and national political leadership is taking action to prioritize and invest in nutrition.

Main activities and deliverables

- Support the development and implementation of a communication and visibility plan for ALN
- Develop advocacy materials and builds strategic relationships with major partners and stakeholders to enhance ALN’s visibility.
- Represent ALN in communication groups as appropriate and provide guidance and advice on various issues relating to communication.
- Develop and disseminate communication products through avenues such as the ALN web page and social media channels, among others, following the Bank’s Communication guidelines
- Support the development of communication materials for ALN champions to be shared at the regional and national level
- Researching, preparing fact-checking, editing, and producing professional media and communications materials for various audiences and ensuring their timely dissemination and amplification via AfDB/ALN communications channels.
- Assist in drafting and editing articles, press releases, human interest stories, and other advocacy materials
- Manage and expand ALN’s online presence, including website, social media, marketing, and external communications, in an engaging and informative way, to reach a range of audiences in innovative ways. This includes creating attractive and engaging online communications material, such as infographics, posters, and videos.
- Create a newsletter to engage and inform partners, external organizations, and individuals interested in ALN’s work.
- Contribute to policy, strategy, and reports
- Oversee internal communications and liaise with the Front Office communication focal person

Additional Assignments

In line with the Bank’s commitment to developing employee core competencies, the incumbent will undertake or carry out any other assignments, as appropriate and needed, by the ALN Coordinator.

Expected Deliverables

Under the guidance of the ALN Coordinator and working closely with internal and external stakeholders, the incumbent is expected to deliver:
• Revised ALN communication strategy and plan
• Champion engagement plan for each of the ALN champions
• Champion profiles and templates to capture and improve the visibility of the advocacy work of the ALN champions
• Assorted knowledge products to support advocacy and champion engagement.
• ALN Newsletter
• Develop a social media content calendar

4. Administrative and technical reporting
The Consultant will be under the supervision of the ALN Coordinator. S/he will work in close collaboration with the AHVP Front Office and the PCER Department and work with the Monitoring Evaluation and learning specialist, Nutrition advocacy specialist within the ALN secretariat, and those managing various crosscutting initiatives. The Consultant shall submit monthly progress reports on expected deliverables.

5. Duration of the assignment
The assignment will be for Twelve (12) months with the possibility of extension, subject to satisfactory performance. The Consultant shall be based in Abidjan, Cote d’Ivoire, for the entire duration of the assignment.

6. Qualifications and Experience Required
• Master’s University degree preferably in communication, journalism, publishing, media studies, or a related field
• At least four years of experience in development communication at the national or international level
• Understanding of development paradigms in nutrition, health, food systems, and social protection
• Experience coordinating, organizing, facilitating, and promoting events to engage participants.
• Experience in developing communication and promotional materials using social media and social media management platforms (Twitter, Facebook, LinkedIn, Instagram, etc.);
• Experience with web publishing, social media production of graphics
• Ability to operate independently with limited direct supervision of day-to-day activities and to lead results-driven project teams and workgroups.
• Ability to establish, build and sustain effective relationships with key stakeholders, including the media
• An understanding of how to engage audiences and create conversations around important and sometimes sensitive topics
• Competence in using standard Microsoft Office applications (Word, Excel, Access, and PowerPoint).
• Familiarity with Adobe Edit Suite: knowledge of multimedia applications like Final Cut Pro, Canva, Quik, or iMovies a distinct advantage.
Desired Skills
The Communications Officer will be a creative, dynamic, and hard-working individual with exceptional copywriting skills and excellent attention to detail

- Good oral and written communication skills
- Leadership skills
- Decision-making and problem-solving skills
- Good networking skills
- Ability to multitask and prioritize projects
- Attention to detail
- Knowledge of the Associated Press style guide

7. Remuneration
The Consultant will be paid a competitive monthly lump sum for the entire period following the Bank’s remuneration guidelines for Consultants and commensurate with the years of relevant experience.

a. Please attach a Curriculum Vitae based on the template below
b. Please also submit a portfolio of work available for review – a sample of your writing (such as an article, paper, etc., that you have written) that demonstrates your writing skills.
c. Submit a letter of expression of interest.
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?

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<th>Name</th>
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<th>Organization Unit</th>
<th>Place of Assignment</th>
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Language level

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<th>Spoken</th>
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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. Utilize one half-page maximum.

Education (University Level and above only):

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<th>Period</th>
<th>Diploma obtained</th>
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Professional Training:

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<th>Type of Training</th>
<th>Period</th>
<th>Diploma obtained</th>
<th>Certificates or Diploma Obtained</th>
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Employment Record:

Begin with your most recent employment. For each job since your bachelor’s 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 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 statements submitted in this application.

Date: ____________

Signature: __________________