**TERMS OF REFERENCE**

1. **General information**

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| Mission title | Communication expert position for improving the visibility of the UA Facility |
| Beneficiary(ies) | Partners (AU Commission, AU Member States), internal public (AFD, EF), and external (general public) |
| Country | Continental Africa |
| Total duration of planned days | 30 days |

1. **Context and justification of the need**

Launched in July 2020, the French Technical Assistance Facility to the AU, the third phase of which has just been launched, is a platform aimed at supporting the AU in the implementation and improvement of the effectiveness of its programs and strategies on a continental scale, particularly on economic issues.

The general objective of the Facility is to support the AU's efforts to become a key player in economic integration at the continental level. This Facility follows the strategic dialogue between the AU and France, which signed a declaration of intent on 8 June 2018. Through the France-AU declaration of intent, the following themes were identified: (i) peace, security and governance; (ii) economic integration and sustainable development; (iii) education, culture, art, sport and youth.

In order to give substance to this dialogue and to make it sustainable and with particular emphasis on the second theme of its declaration of intent, a total of €4.5 million in funding (in 3 phases) was granted by the French Development Agency (AFD) to Expertise France in the form of technical assistance and a capacity building facility to support the AU on relevant issues in its area of expertise.

The areas of support under Phase 3 were broken down into the following three components:

• **Environmental component** : technical support for the implementation of the African Blue Economy Strategy (ABES) – focus on the following ECOWAS countries: Benin, Gambia, Guinea Bissau.

• **SME component** : technical support for the implementation of the Small and Medium Enterprises (SME) strategy through the study on better integration of SMEs in Special Economic Zones (SEZs).

* **Mines Component:** technical support for sustainable management of African mining resources.

The various activities of the project will take shape on the basis of specific technical assistance and capacity building actions, in formats adapted to the needs of the beneficiary: support for the establishment of standards or texts, training actions, expert missions, exchanges of experiences, studies, etc.

1. **Objectives and results pursued**
   1. **General objective**

Communication expert position to improve the visibility of the African Union Assistance Facility.

* 1. **Specific objectives**

In order to further strengthen its positioning and visibility, the Facility wishes to recruit a communication expert, in accordance with the terms of reference detailed below. The specific objective of this support is to focus on communicating the Facility's achievements in the various components of the project.

The consultant will be responsible for ensuring good visibility of the project on the latter and possibly making links on platforms such as La Ruche and LinkedIn. Indeed, it is now essential to establish good visibility of any institution/project on social networks.

This mission specifically aims to:

- Produce/consolidate the project communication plan, in consultation with the project team, the lessor, and the Expertise France Communication division.

- Ensure the visibility of Expertise France and the lessor in the communication of the project, in compliance with the guidelines of the agency's Communication Strategy, as well as the visibility and communication rules of lessors and partners.

- Feed the Facility's intranet web page on the 'La Ruche' and LinkedIn platforms with content provided by the Facility Coordinator (texts/articles, photos, attached documents, videos, etc.).

- Project updates: regular publications summarizing the progress of project activities, related to the blue economy, SME development, and mineral resource management.

- Publication of expert perspectives: interviews or articles featuring key experts working on AU Facility project initiatives, such as consultants and focal points within the AU.

- Highlighting specific milestones or stories of Member States, such as the national blue economy strategies being developed for SADC and ECOWAS countries.

* 1. **Results to be achieved**
* Development of a project communication plan
* Operationalization, feeding, and frequent updates of the Facility's intranet web page on the 'La Ruche' platform in its two versions (English/French) and the LinkedIn page.
* Regular publications summarizing progress of project activities and publication of interviews or articles on initiatives of the AU Facility project.

1. **Mission Description**
   1. **Planned activities**

The service provider will need to be in frequent contact with the Facility Coordinator to obtain documents (studies, reports, strategies, etc.) to be included on the Facility intranet page. and the LinkedIn page.

* 1. **Expected deliverables**

- Project communication plan

- Operationalization, feeding, and frequent updates of the Facility's intranet web page on the 'La Ruche' platform in its two versions (English/French) and the LinkedIn page.

- Regular publication of newsletters summarizing the progress of project activities and publication of interviews or articles on AU Facility project initiatives.

* 1. **Coordination**

The service provider will designate a single contact for the implementation of the project.

Mr. Kervin KUMAPLEY, Coordinator of the AU Support Facility will be the sole contact for the service provider for Expertise France

Phone :

Email: [kervin.kumapley@expertisefrance.fr](mailto:kervin.kumapley@expertisefrance.fr)

A kick-off meeting will be held 1 week after notification of the contract.

1. **Place, Duration and Terms of Execution**
   1. **Implementation period:** 1 year(30 actual working days)
   2. **Start date:** to be confirmed (04/11/2024)
   3. **End date:** 03/11/2025
2. **Expertise and profile required**
   1. **Number of experts per mission:** 1
   2. **Profile of the expert(s) designated in charge of the execution of the contract**

**Qualifications and skills** :

* *At least a Bachelor's degree in marketing, communications, journalism,*
* *With at least two (02) years of experience in “web marketing”*
* *Have at least three (03) satisfactory professional references in web marketing*
* *Have at least one reference in web writing on development aid projects.*
* *Spoken and written fluency in English and French*

**Professional experience** :

* *3 years of experience in communications;*
* *Mastery of all social media features and website practices*
* *Writing skills (spelling and syntax)*
* *Creative/proposal force*
* *Proven experience in organizing an international event and multi-channel communication campaign.*

1. **Practical information**

Mission location: indifferent (the mission will take place remotely).

The selection of the candidate will be made taking into account their experience , proposed methodology, and their financial offer.