

“Investing in Young Businesses in Africa – Supporting Entrepreneurial Ecosystem Development” (IYBA-SEED)



Terms of Reference

Communication Expert (Strategy, Action Plan & Branding)

“Investing in Young Businesses in Africa – Supporting Entrepreneurial Ecosystem Development” (IYBA-SEED)

We are seeking a highly skilled and experienced **Communication Strategy and Action Plan Expert** to join our dynamic team.

The successful candidate will be responsible for developing a comprehensive communication strategy and action plan aligned with the project’s goals and objectives. The expert will play a crucial role in enhancing our communication efforts, fostering stakeholder engagement, and ensuring consistent and effective messaging across various channels.

CONTEXT AND DESCRIPTION OF THE PROJECT

Expertise France is the French public international cooperation agency. It designs and implements projects which aim to contribute to the sustainable development of partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and the priorities of France’s external action.

The project “**Investing in Young Businesses in Africa – Supporting Entrepreneurial Ecosystem Development**” (IYBA-SEED) runs for a period of **4 years (2023-2026)** and is co-funded by the **European Union** (DG INTPA), the **German Federal Ministry of Economic Cooperation and Development** (BMZ), **Team France** and **SlovakAid**. It is implemented by a consortium of leading European development agencies, including **Enabel** (Belgium), **Expertise France** (France), **GIZ** (Germany), **SAIDC** (Slovakia) and **SNV** (Netherlands). The consortium is led by Expertise France.

IYBA-SEED is part of the Team Europe Initiative Investing in Young Businesses in Africa (**TEI IYBA**), which is made up of three Building Blocks: 1) Increase the financial and technical support for pre-seed stage entrepreneurs and micro and small enterprises, 2)

Increase the finance for SMEs and entrepreneurs at seed and early stages, and 3) Supporting the ecosystem, with a special emphasis on women and young people. IYBA-SEED is a part of its third Block.

IYBA-SEED takes an **“Ecosystem Strengthening” approach**: it targets the entrepreneurship ecosystem and its actors, in order to reach young businesses (i.e. **SEED beneficiaries**) which are defined as:

- (Very-)early stage businesses and entrepreneurs (pre-seed and seed)
- Exclusively led by young entrepreneurs (18-35 years old) and/or women entrepreneurs (of all ages)

The project aims to **“contribute to creating decent jobs and resilient economies by strengthening entrepreneurship ecosystems in a number of sub-Saharan countries so that they can increase access to Business Development Services (both financial and non-financial) for SEED beneficiaries”** in 5 countries in sub-Saharan Africa (**Benin, Kenya, Senegal, South Africa and Togo**).

IYBA-SEED works on four key components / specific objectives

1. Capacity Development and Networks : strengthen and connect Entrepreneurship Ecosystem Actors (EEAs) and their networks (both nationally and internationally) to improve access to Business Development Services (both financial and non-financial) for SEED beneficiaries
2. Business Environment : contribute to a business environment (policies and regulations) which is conducive to the creation and growth of SEED beneficiaries
3. Entrepreneurial Culture : promote an inclusive entrepreneurial culture that encourages existing and future young and women entrepreneurs to create and grow SEED beneficiaries
4. Knowledge : foster access for Entrepreneurship Ecosystem Actors, SEED beneficiaries and other stakeholders to lessons learned and best practices for Entrepreneurship Ecosystem Strengthening

OBJECTIVE OF THE ASSIGNMENT

General objectives

The objective of this assignment is to prepare a communication strategy, communication action plan and Branding and Visual Identity for IYBA-SEED in coordination with other Implementing Partners of the project, across the 5 target countries (Benin, Kenya, Senegal, South Africa and Togo).

Expected deliverables:

1. IYBA-SEED communication & visibility strategy
2. IYBA-SEED communication and visibility action plan
3. IYBA-SEED Branding and Visual Identity

Specific objectives and main duties

As part of the assignment, the expert will carry out the following activities:

1. Develop an IYBA-SEED Communication & Visibility Strategy

Develop a comprehensive communication and visibility strategy aligned with the IYBA-SEED programme's objectives and EU regulations to maximize its visibility and outreach setting the communication, including :

- Defining the desired outcomes and objectives of the communication efforts.
- Identifying and analysing the target audiences for the communication campaign.
- Creating clear, engaging and tailored key messages and contents that resonate with the target audiences that highlight the IYBA-SEED programme's goals, achievements and impact, directed to diverse audiences.
- Identifying the most appropriate communication channels (e.g., social media, email, press releases) to reach the international and local/national target partners / audiences.
- Overall approach for communication efforts.
- Ensuring that the relevant C&V activities are included in all Country Action Plans and that they are formulated and rolled-out in a way to reach the objectives set in the project logframe and Theory of Change.
- Ensuring consistency and alignment with the project's and MSO's overall goals and values.
- Defining metrics and methods to measure the effectiveness of the communication strategy.

2. Develop an IYBA-SEED Communication & Visibility Action Plan

Develop the project communication action plan and its budget, outlining the specific activities, tasks, timelines, responsible parties, and resources required to implement the communication strategy, in consultation with the project team, the EU and Expertise France's Communication Unit.

A communication action plan will include:

- Listing specific tasks and activities that need to be completed to execute the communication strategy.
- Establishing milestones and deadlines for each task or activity to ensure timely execution.
- Assigning individuals or teams responsible for carrying out each task.
- Allocating necessary resources, such as budget, manpower, and tools, to support the communication efforts.
- Establishing monitoring and reporting mechanisms to track progress, assess performance, and report on the outcomes of the communication activities.

3. Develop an IYBA-SEED Branding and Visual Identity

Create IYBA-SEED's branding guidelines and visual identity in all project & communication materials. This will include a logo as well as a slogan reflecting the project internationally (both French- and English-speaking countries), as well as the design and production of brochures, banners, graphics, etc.

Coordination arrangements

The Communication Expert will report to the Project Coordinator (Expertise France).

In order to draft a well-informed Strategy and Action Plan and create a Branding and Visual Identity fully reflecting the spirit of the project, the Expert will work closely with the PMU team members in Brussels and have regular interactions with project teams in IYBA SEED countries (Benin, Kenya, Senegal, South Africa and Togo), as well as the gender expert. He/she will analyse the (draft) country action plans and international action plan together with project teams with the objective to fully understand the project/country communication needs and propose activities fully reflecting these needs.

The expert may also have to coordinate intermittently with DG INTPA, EU Delegations and Expertise France in-house communication colleagues to ensure aligning with EU and Expertise France internal communication strategy in Paris, as well as with a sample of stakeholders and partner organizations in partner countries should that be necessary to gather any and all relevant addition information.

Working conditions

As part of this assignment, the project will cover the following expenses: per diem, accommodation and transport during any missions outside of the expert's place of residence, visa fees if necessary.

The working language will be English.

Location and length of assignment

The Expert should preferably be based in Brussels.

Qualifications and skills required

- Master's degree in Communications, Public Relations, Marketing, Journalism, international cooperation, or a related field.
- Proven experience (4+ years) in communications, public relations, or marketing, preferably in the context of EU development projects or international organizations.
- Proven track record of developing successful communication strategies and action plans for complex EU-funded projects
- Proven knowledge of the area of intervention: innovation, support for entrepreneurship, public policies to support the private sector and women economic empowerment.
- Strong understanding of audience segmentation and ability to tailor messages to different stakeholder groups.
- Excellent written and verbal communication skills, with exceptional attention to detail.
- Fluency in French and English (read, written and spoken);

- Proficiency in utilizing communication tools, platforms, and technologies.
- Excellent organizational and project management skills with the ability to multitask and meet deadlines
- Creative problem-solver with a results-oriented mindset.
- Familiarity with digital marketing, social media, and content creation is advantageous.
- Familiarity with the Africa’s development landscape and its policy frameworks would be an advantage (especially in Benin, Kenya, Senegal, South Africa and Togo).
- Strong writing skills with the ability to craft compelling and clear messages for different audiences.
- Ability to work independently and collaboratively in a multicultural and interdisciplinary environment.

Join our dynamic team and contribute to positive change across multiple developing countries through effective communication strategies! If you have the passion and skills to drive impactful messaging in the context of international development, we welcome your application.

TIMEFRAME AND MILESTONES

The contract is expected to last from 05 October until the 05 March 2024.

Deadlines for the deliverables:

Milestone	Deadline
1st draft Branding and Visual Identity*	07 November 2023
2nd reviewed draft Branding and Visual Identity**	27 November 2023
Final project Branding and Visual Identity	18 December 2023
1st draft Communication Strategy*	22 November 2023
2nd draft Communication Strategy**	02 January 2024
Final Communication Strategy	06 February 2024
1st draft Communication Action Plan*	16 January 2023
2nd draft Communication Action Plan**	13 February 2024
Final Communication Action Plan	05 March 2024

* - the documents will be already based on the thorough discussions/exchanges with project teams and INTPA.

** - the reviewed documents will be based on the feedbacks received from the project team and INTPA

BUDGET OF THE REQUEST (INDICATIVE)

Fee days (indicative)	Number of working days
Drafting the Communication Strategy	25
Drafting the Communication Action Plan	16
Branding and Visual Identity	20
Total	61

ADDITIONAL INFORMATION

Desired start date of the service: 05 October 2023

Type of contract: service provision contract

Documents to be supplied:

- CV
- Technical and financial offer including:
 - ✓ An implementation schedule
 - ✓ Fees

The estimated duration of the assignment is 61 working days.

Candidates interested in this opportunity are invited to submit their application as soon as possible. Expertise France reserves the right to pre-select candidates before the deadline for applications. If you do not receive a reply from us within 3 weeks after deadline, please consider that your application has been unsuccessful.

The selection process will take place in two stages:

- Firstly, a shortlist will be drawn up by Expertise France.
- Secondly, the shortlisted candidates will be invited to a videoconference interview.