



## **EXPRESSION OF INTREST/CALL FOR APPLICATIONS**

**NAME OF PROJECT: 50 MILLION AFRICAN WOMEN SPEAK PROJECT.**

**Ref: TENDER NO. CS/ADMIN/PRO/SM/12.03/18**

**CONSULTANCY TITLE: DEVELOPMENT OF A COMMUNICATION STRATEGY**

### **1. Background**

In September 2016, Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC) and the Economic Community for Western African States (ECOWAS), signed a Memorandum of Understanding (MoU) to jointly implement the 50 Million African Women Speak Networking Platform Project (50MWSP) with support from the African Development Bank (AfDB).

The Project's objective is to contribute to the economic empowerment of women through the provision of a networking platform to access information on financial and non-financial services.

The Project will create and deploy a networking platform that will enable women to access information on business training, mentorship, financial services and locally-relevant business information, while building their own networks of contacts.

In addition, the Project will create a dynamic networking platform among women entrepreneurs, connecting them with one another in ways that will foster peer-to-peer learning, mentoring.

The platform will enable the sharing of information and knowledge within communities, and access to trade finance and market opportunities between women entrepreneurs in urban and rural areas, and across borders.

### **1. OBJECTIVE**

The primary objective of communication is to inform, advocate, engage and position the 50MWS Project as a leading women's online economic empowerment platform. Therefore, the objective

of this consultancy is to develop a responsive Communication Strategy which will guide all the communication between the three Regional blocks (COMESA, EAC and ECOWAS) and Member States, including relevant stakeholders across board.

## **2. Scope of the consultancy**

The Communications Consultant will provide technical expertise to the 50MWS Project Team in the development of a Regional Project Communications strategy and communications plans; design messages and information-education-communication (IEC) materials on 50MWS Project for the different target audiences; perform duties related to design, graphics, and layout of the IEC materials and conceptualize a logo and brand manual for the project, taking into consideration of the differences between the RECs involved in the 50MWS Project implementation.

## **3. Activities**

The Communications Consultant will be expected to:

- i. Develop a regional Communications strategy for the 50MWS Project that can efficiently create awareness, understanding, and knowledge of key stakeholders in member states, private sector, civil society, etc. at the regional, national and local levels.
- ii. Conceptualize, design and develop IEC materials on 50MWS Project with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, printed materials, etc.
- iii. Identify and recommend appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.
- iv. Design a quarterly standard newsletter template to be used by RECs for Project publications
- v. Conceptualize and develop and design a Project logo and brand manual that will be used in developing communications materials.
- vi. Identify Monitoring and Evaluation Mechanisms for the Communication Strategy to assess the effectiveness
- vii. Develop Communications plans as annexes to the communications strategy; those include: Donor, Media (including social media), Advocacy and Internal Communications plans.

## **4. Deliverables**

The Communications Consultant will deliver the following:

- i. Inception report
- ii. A comprehensive Strategy document,
- iii. Project Brand Manual
- iv. Project Logo

- v. Newsletter template
- vi. Project pay off line (slogan)
- vii. Communication plans

## **5. Consultants Qualification & Experience**

### **5.1 Education**

A Bachelor's degree in Digital Communication. Master's degree in one or more of the following disciplines: Mass Communications; Development Communication; Organizational Communications, Journalism, Information Science or other relevant fields is an added advantage.

### **5.2 Experience**

- i. At least ten (7) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major events of regional or international nature;
- ii. The consultant must have experience in conducting communications needs analysis and strategic design as well as managing communication campaign
- iii. Relevant experience in working with governments and/or international organizations on consultancy assignments, especially in strategic communications planning;
- iv. Demonstrated experience in working with social media tools, such as Facebook, Twitter and LinkedIn, among others.

## **6. Competency Profile**

### **6.1 General Competencies**

- i. Excellent command of English both written and oral;
- ii. Knowledge of French language will be an added value;
- iii. Ability to work in a team in a multi-cultural environment;
- iv. Ability to multi-task and work irregular and long hours; and
- v. Ability to travel as required.

### **6.2 Technical Competency**

- i. Proven track record in strategic communications planning, advertising, message and IEC development, among other consultancy services;
- ii. Proven experience in working with women's Organization's operating in the RECs, dealing with public awareness is an advantage; and
- iii. Sound knowledge of key stakeholders to be involved in the Project implementation.

## **Duration**

The expected duration of this consultation is 60 days spread over a maximum period of 3 months

## **Location**

The consultant will carry out the assignment in all the three Project RECs of COMESA, EAC and ECOWAS, and will be reporting to the Project Secretariat at COMESA.

## **Remuneration**

The Communication Consultant will receive lump-sum consultancy fees of **USD\$10,000** and reimbursable expenses will be based on COMESA internal rules for transport costs and daily subsistence allowances.

**Budget** – The consultancy will be serviced under the 50MAWSP Project.

## **SUBMISSION**

1. Written applications should be submitted electronically to COMESA Procurement at [procurement@comesa.int](mailto:procurement@comesa.int) before **FRIDAY 18<sup>th</sup> January 2019 at 16:00 hours**.
2. Submissions should include the following:
  - i. Updated CVs of consultants including contacts:  
e-mail and telephone numbers
  - ii. Cover letter detailing their understanding of the task and highlighting experience and expertise in similar works;
  - iii. Copies of academic qualifications;

**Only individual consultants with the required profile are encouraged to apply**