

## REQUEST FOR EXPRESSIONS OF INTEREST AFRICAN DEVELOPMENT BANK

### African Water Facility – Trust Fund

13 avenue de Ghana, B.P. 323 – 1002 Tunis Belvédère, Tunisia

[africanwaterfacility@afdb.org](mailto:africanwaterfacility@afdb.org)

Tel: +216-71110-2997 / Fax: +216 71 34 86 70

\*TERMS OF REFERENCE BELOW.

1. The African Development Bank hereby invites Individual Consultants to indicate their interest in the following Assignment: **Management and maintenance of AWF digital communications and multimedia**

2. The services to be provided under the Assignment include:

Ensuring the effective implementation and optimal use of AWF digital platforms, tools and multimedia products, the Consultant will be required to support the maintenance and update of the new AWF website, electronic newsletter, blog and social media accounts, including Facebook, LinkedIn and Twitter. This includes boosting their performance, as well as analysing and reporting on the data collected from AWF online analytical tools. The Consultant will also be responsible for producing attractive branded publication templates, presentations, and oversee all technical aspects related to the production of animations and videos. See Terms of Reference for more details.

The African Water Facility (AWF) is an initiative of the African Ministers' Council on Water (AMCOW). It is hosted and administered by the African Development Bank (AfDB). The overall purpose of the AWF is to assist African countries to mobilise and apply resources to the Water and Sanitation sector to assist them implement the Africa Water Vision (2025) and meet the MDGs (2015). The AWF began its operations in 2006.

The work for the AWF will be performed in its Tunis office, from 9:00 to 17:00, Monday to Friday, with occasional missions outside Tunisia. Beyond the 6 month term, the consultancy will be operating from the AfDB Headquarters, in Abidjan, Ivory Coast.

3. The **African Water Facility** invites Individual Consultants to indicate their interest in providing the above-described services. Interested Consultants shall provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (documents, reference to similar services, experience in similar assignments, etc.).

4. The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's **Rules and Procedures for the Use of Consultants** under projects financed by the Bank Group, May 2008 Edition, revised on July 2012, available on the Bank Website at <http://www.afdb.org> . Please, note that

interest expressed by a Consultant does not imply any obligation on the part of the Bank to include him/her in the shortlist.

5. The estimated duration of services shall be 6 calendar months, with an anticipated starting date of 20 January 2015 and end no later than 15 August, 2015.

6. Interested Individual Consultants may obtain further information at the address below during the Bank's working hours: Monday to Friday, 9:00 to 17:00

7. Expressions of interest must be received electronically at the address below no later than Wednesday, November 12, 2014 at 17:00 local time and specifically mentioning "*Management and maintenance of AWF digital communications and multimedia*"

**For the attention of:** Mrs Katia Theriault

**Email:** [k.theriault@afdb.org](mailto:k.theriault@afdb.org) and copy: [k.olatifede@afdb.org](mailto:k.olatifede@afdb.org)

**Subject line:** Expression of interest: Management and maintenance of AWF digital communications and multimedia

Expressions of interest can also be received by mail at the address below:

For the attention of: Mr. Kola Olatifede

African Development Bank

African Water Facility

13 avenue de Ghana, B.P. 323 – 1002 Tunis Belvédère, Tunisia

Tel: +216-7110-2997

Fax: +216-7134-8670

#### **ESTABLISHMENT OF THE SHORT LIST**

8. A shortlist of three to six individual consultants will be established at the end the request of expressions of interest. The consultants on the shortlist will be judged on the following criteria on the basis of their updated resume.

Level of education in general 20%

Educational level compared to the field of mission 20%

Years of experience in general 20%

Number of years of experience relevant to the mission 40%

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# Terms of Reference

## AFRICAN WATER FACILITY

### Management and maintenance of AWF digital communications and multimedia

#### Long Term Consultancy – 6 months

## 1. Overview

1.1 The African Water Facility (AWF) is an initiative of the African Ministers' Council on Water (AMCOW). It is hosted and administered by the African Development Bank (AfDB). The overall purpose of the AWF is to assist African countries to mobilise and apply resources to the Water and Sanitation sector to assist them implement the Africa Water Vision (2025) and meet the MDGs (2015). The AWF began its operations in 2006.

1.2 AWF provides support to the Regional Member Countries in the following operational areas of intervention:

- **Preparation of investment projects and programmes** that will attract follow-on investments, and piloting innovative technologies and approaches that may lead to widespread adoption;
- **Strengthening water governance** by increasing the capacity of African countries and regional organisations' to strengthen water resources management based on IWRM principles and cooperative arrangements;
- **Promoting water knowledge** through generation of data, information and knowledge to increase the capacity decision makers to make informed decisions to guide water development planning, design and implementation;

1.3 The AWF has committed to its Governing Council to investing more efforts in improving access to information and increasing the visibility of the AWF. To fulfil its promise, in 2014 the AWF launched a number of online communications and multimedia products that require regular technical maintenance and update. These tools also require the mastery of graphic design and presentation applications.

1.4 Therefore, it is the objective of the AWF to recruit a long term Communications and Multimedia Consultant with expertise in digital media, Search Engine Optimization, TYPO 3 content management system and data analytics. The Consultant should also be conversant in standard design, image and animation rendering, publishing and video editing tools.

## 2. Services Required

2.1 In order to ensure the effective implementation and optimal use of AWF digital platforms, tools and multimedia products, the Consultant will be required to support the maintenance and update of the new AWF website, electronic newsletter, blog and social media accounts, including Facebook, LinkedIn and Twitter. This includes boosting their performance,

as well as analyzing and reporting on the data collected from AWF online analytical tools. The Consultant will also be responsible for producing attractive branded publication templates, presentations, and oversee all technical aspects related to the production of animations and videos.

2.2 Working directly under the direct supervision of the Principal Communications and Resources Mobilisation Officer, the Consultant shall be expected to undertake the following tasks and deliver the following outputs:

### **3. Main Responsibilities and Outputs**

The Consultant will:

- Fix server and technical glitches on the back-end through the CMS TYPO3:
  - Liaise with web host service providers to ensure that all necessary protocols and updates are implemented
  - Maintain the integrity of the web infrastructure
  - Ensure that online content on website synchronises well with social media accounts and content.
- Maintain and update AWF website:
  - Ensure appropriate content is collected, uploaded and categorised, including: news items; events; projects; multimedia; knowledge products; press releases
  - Update website taxonomy, particularly regarding featured content
  - Enhance key content for Search Engine Optimisation (SEO)
- Maintain and update AWF social media accounts FB; LinkedIn; Twitter;
  - Devise quick and effective messaging and communication plans for social media, in tangent with AWF activities and other AWF communications.
- Produce and ensure distribution of the AWF electronic newsletter
  - Manage newsletter subscriptions and raise subscription levels among key audiences.
  - Produce the newsletter copy, ensuring AWF's key messages are delivered to the right audiences and driving visitors to the AWF website.
  - Maintain and protect the integrity of the design of the newsletter, including updates or modifications where necessary.
  - Produce regular reports on the newsletter's reach, audience engagement and impact on the AWF website.
- Deliver AWF or monthly online performance roundup;
  - Use Google Analytics, Facebook insights, Factiva and other measurement tools to provide insights into audience growth, engagement;
- Create leaflet layouts for project and thematic briefs and other knowledge products;
- Create document templates to produce a variety of communications and knowledge products;
- Create high-quality, engaging and impactful visual communication campaigns, including infographics, graphs, banners and other visual products.
- Oversee the technical aspects related to production and editing of animation and video files for the production of AWF animations and short films for its website.
  - Liaise with media production firms and oversee video editing, animation rendering, visual effects and media file conversion to ensure high quality of AWF videos

- Where needed, carry out minor video editing and animation rendering for AWF visual products.

#### **4 Responsibilities of the AWF**

The AWF shall endeavour to provide all necessary information, documentation and regular content validation to enable the consultant to undertake his work.

#### **5 Duration and Schedule**

5.1 The duration of services shall be 6 calendar months, with an anticipated starting date of 20 January 2015 and end no later than 15 August, 2015.

#### **6. Qualifications of the Expert**

The Consultant should possess the following qualification and experience:

- At least a Master's degree.
- A minimum of 10 years of professional experience in traditional and digital communications, international development, knowledge management, project management.
- Expert level digital literacy: should be fully competent in the use of website content management systems, particularly TYPO 3, have a basic knowledge of HTML and CSS. Be fully competent in using social media tools for professional communications and digital communications monitoring tools such as Google Analytics, Campaign Monitor and Facebook Analytics.
- Should be competent in GNU Image Manipulation program, Blender 3D computer graphics software, Windows Movie Maker, iMovie, and Publisher, as well as screencast software such as EZvid
- Experience in audience data analysis and skilled in presenting audience data in a clear and concise manner.
- The consultant is expected to work in Windows/ Microsoft Office.
- Fluency in English and/or French, working knowledge of one of the other being an advantage.
- Experience in Africa would be an advantage.