



MANO RIVER UNION

UNION DU FLEUVE MANO



**AFRICAN DEVELOPMENT
BANK GROUP**

Office of the Secretary-General

REQUEST FOR EXPRESSIONS OF INTEREST

(INDIVIDUAL CONSULTING SERVICES)

**Position open to Nationals of the Mano River Union countries
(Guinea, Ivory Coast, Liberia, Sierra Leone)**

**Project to Build Inclusive Business Ecosystems for Stabilization and
Transformation in the Mano River Union (BI-BEST) – Technical
Assistance and Capacity Development**

Sectors: GENDER EQUALITY

Financing Agreement reference: 59001550168

Project ID No: P-Z1-IDO-009

REF. NO: EOI – AfDB/MRU/BI-BEST-0025

DATE OF ISSUE: Tuesday, 16 August 2022

The Mano River Union Secretariat has received a grant from the African Development Fund to implement the project to Build Inclusive Business Ecosystems for Stabilization and Transformation (BI-BEST) in the Mano River Union (MRU) and intends to apply part of the agreed amount for this grants to payments under the contract for the recruitment of a **Communication Assistant to promote the visibility of BI-BEST project and provide technical support towards the development and implementation of the BI-BEST communication plan.**

The services to be provided under the Assignment include the following:

- Support the development and implementation of a communication and visibility plan for BI-BEST.
- Develop advocacy materials and builds strategic relationships with major partners and stakeholders to enhance BI-BEST project's visibility.

- Represent BI-BEST 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 Bank's web page, and social media channels among others in accordance with the Bank's Communication guidelines.
- Support development of communication materials for BI-BEST project impact/ results to be shared at regional and national level.
- Research, prepare fact-checking, edit, and produce professional media and communications materials for various audiences and ensure their timely dissemination and amplification via AfDB communications channels.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy materials.
- Contribute to policy, strategy, and reports.
- Oversee internal communications and liaise with the Front Office communication focal person.

Minimum Education Qualification and Experience

- A degree at postgraduate level in the field (e.g., communication/journalism, international relations, political science, economics, development, etc.).
- Five (5) years working experience in communication, journalism, writing and editing preferably in the area of communication for development, ideally within recognized international development institutions.
- Ability to deal with sensitive issues in a multi-cultural environment and to build effective working relations with colleagues.
- Understanding of the newsgathering and media storytelling process. Solid knowledge of online marketing tools and best practices.
- Familiarity with Adobe Edit Suite: knowledge of multimedia applications like Final Cut Pro, Canva, Quick or iMovie a distinct advantage.
- Fluency in social media and social media management platforms (Twitter, Facebook, LinkedIn, Instagram, etc.).
- Experience leading the production of, or overseeing the production of, innovative and contemporary digital storytelling. Submit sample(s) of past communications materials, including articles, press releases, video scripts, social media posts, etc. in application.
- Competent in the use of standard software applications (MS Word, Power Point, Excel), advance Power Point and layout/design skills will be a distinct advantage.
- Demonstrable skills in writing and editing of impact stories, briefs, development project documents, project reporting, website content, promotional content etc.
- An understanding of communications strategy and the role of development institutions in the global aid architecture, knowledge issues within the gender equality and women's empowerment in cross border trade is an advantage.

Other Qualities or Requirements

- Demonstrated ability of high level/strategic report writing is a must.
- Demonstrated ability to transfer skills and knowledge – previous training or teaching experience a plus.
- High Proficiency in the use Microsoft Excel is a must.
- Very good time management skills and ability to multi-task and work under time pressure
- Demonstrated ability to communicate ideas and analyses clearly and tactfully, both orally and in writing.
- Fluency in English including demonstrated report writing skills.
- Ability to work effectively in a team-oriented environment.
- Demonstrated capacity to rapidly gain familiarity.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's Procurement Policy dated October 2015, which is available on the Bank's website at <http://www.afdb.org>.

Interested candidates may obtain further information at the address below during office hour (09.00 – 17.00 hours).

Expressions of interest must be delivered to the address below by **4th September, 2022 at 12:00 hrs** and mention "Expression of Interest for: **Communication Assistant Position**. Women are strongly encouraged to apply.

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