



PEACE, PROSPERITY AND  
REGIONAL INTEGRATION

## REQUEST FOR EXPRESSION OF INTEREST (REOI)-INDIVIDUAL CONSULTANT FOR

**CONSULTANCY SERVICE TO CONSULTANCY TO DEVELOP AND IMPLEMENT A  
COMMUNICATIONS PLAN FOR THE DISSEMINATION OF KEY MESSAGES ON SCALING  
UP OF RESILIENCE-ENHANCING TECHNOLOGIES AND INNOVATIONS IN THE  
MANDERA CLUSTER**

### **BACKGROUND:**

Following the severe drought of 2010/11, the Heads of State of the Intergovernmental Authority on Development (IGAD) region and Governments of the Horn of Africa region convened a special Summit in Nairobi on 9th September 2011 in which they made a collective decision that called for a strategy to end drought emergencies while emphasising the need to do things differently. In 2012, their decision was translated into a Regional Strategy called, the IGAD Drought Disaster Resilience and Sustainability Initiative (IDDRSI).<sup>1</sup> IDDRSI was translated by the Member States into their respective Country Programming Papers for activities at the national level; and into the Regional Programming Paper for activities at cross-border of regional levels. The technologies and practices identified for scaling up will undergo a feasibility study to produce information on the technical, financial, policy and market aspects of each technology and practice, as well as the associated stakeholders and beneficiaries affected by its application. The studies will identify pathways for scaling up and market opportunities for private sector and NGOs involvement. This information will be repackaged and disseminated to key audiences.

IGAD secured funds from the Government of Sweden to support the identification and scale up the most feasible technologies and practices which have been successfully tested. IGAD now intends to apply a part of the financing to the above consultancy service.

### **OBJECTIVE OF THE CONSULTANCY:**

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IGAD is therefore seeking the services of an individual consultant or consulting firm to develop and implement a communication plan to ensure that key audiences (e.g. private sector, civil society organizations, financial institutions, government etc.) are reached with information that will catalyse the scaling up of resilience-enhancing technologies and practices in the Mandera Cluster.

**SPECIFIC OBJECTIVE:**

- Work with the IGAD team to undertake an audience analysis and design a communication plan that is aligned to the project objectives and the IGAD branding guidelines
- Repackage information produced by the project into appropriate specific communication and outreach products for dissemination. These may policy and technical briefs, business cases, documentaries, promotional videos etc. and other communication products that will be identified during planning and implementation. This will include provision of appropriate specifications to aid procurement of these products.
- Provide the necessary technical and practical support to embed innovative, interactive, virtual and social media communication into the process of communication.
- Evaluate the analytics from implemented communication channels or products, and make recommendations for improvements based on findings.
- Produce an end of consultancy report.

**QUALIFICATIONS AND EXPERIENCE REQUIRED:**

- Post-graduate degree in communications, in particular development communications, public relations, journalism or any other relevant qualification.
- A minimum of 8 years hands-on experience in development communications, corporate communications, public relations, marketing, business communications or journalism.
- Demonstrated knowledge and experience with traditional, digital and emerging communications platforms. Social media experience is essential.
- Demonstrated capacity in all aspects of communications i.e. strategy, design, production and management. Capacity to undertake professional graphic and audio-visual production is particularly desirable.
- Using analytics (e.g. Google) to inform strategic communications decisions
- Experience working with interdisciplinary teams across multiple countries and institutions.
- Excellent skills and ability to articulate ideas in a clear and accurate manner including the ability to prepare reports.
- Good interpersonal skills and ability to establish and maintain effective working relationships and networks.

- Knowledge of the IGAD region, particularly the media landscape, will be an added advantage.

Previous work experience at IGAD will be an advantage.

IGAD Secretariat now invites eligible Individual Consultants with the requisite experience to indicate their interest in providing the services. Interested Consultants must provide information indicating that they are qualified to perform the services.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance IGAD procurement regulations.

## **HOW TO APPLY**

Interested individuals or consultancy firms should submit their applications which should include the following:

- Cover letter stating how the individual meets the selection criteria in the TOR and evidence of registration, if the applicant is a firm
- Profile and/or CV that clearly describes and demonstrates a portfolio of previous experience on similar projects: name of project/clients; project size/amount in USD; project duration or contract duration (start to end); scope of work - brief description of tasks and achievements; at least three references(with contact information) from previous assignments.
- Consultancy firms will be required to share the CVs and functional responsibilities of the key people to be engaged in the assignment. Where CV of associates are used, signed letters of availability for the assignment must be attached.

Interested individuals or consultancy firms should submit their cover letter and detailed CV and profile illustrating their suitability for this assignment to: [procurement@igad.int](mailto:procurement@igad.int) with a copy to [christine.bukania@igad.int](mailto:christine.bukania@igad.int) **not later than August 12, 2020.**

Female candidates are encouraged to apply.

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