



TERMS OF REFERENCE

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

1 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).

¹ 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.

Now in its second phase, IDDRSI has markedly changed design elements of the development programmes and projects by harmonising short and medium-term humanitarian interventions with long-term development programmes to build the resilience of livelihoods over time. The other fundamental change introduced by IDDRSI is a focus on Arid and Semi-Arid Lands (ASALs) management and holistic cross-border development that has been adopted by a range of IGAD projects, and other bilateral and multilateral projects.

The launch of IDDRSI created a window for more investment to flow into the Mandera Cluster.² Currently, a number of cross-border projects being implemented in the cluster have invested in various areas, including water infrastructure development; soil and water conservation; natural resource management; cross-border marketing and trade; harmonisation and coordination of vaccination programmes to control trans-boundary livestock diseases; provision of inputs to women for agricultural and livestock related products and marketing; prevention of cross-border conflict and mitigation of its impact; and improved animal feed security through production of irrigated fodder. Various initiatives have demonstrated the successful application of specific technologies and innovative practices in the implementation of different IDDRSI PIAs and highlighted the need for systematic scaling

¹ The eight priority areas of IDDRSI are: natural resources and environment management; market access, trade and financial services; enhanced production and livelihood diversification; disaster risk management, preparedness and effective response, research, knowledge management and technology transfer; conflict prevention, resolution and peace building; coordination, institutional strengthening and partnerships; human capital, gender and social development

² The Mandera Cluster is the cross-border area between Kenya, Ethiopia and Somalia.

The area has strong Cross-border interactions, with the towns of Mandera (Kenya), Bulahawa and Dolow (Somalia) and Dolo Ado (Ethiopia) forming an important corridor for trade in livestock and other commodities.

up. In September 2019, 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.

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.

2 SCOPE OF THE ASSIGNMENT

2.1 Objective

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 Mendera Cluster.

2.2 Duration and location of assignment

This task will be home-based, with scheduled travels to the IGAD Secretariat in Djibouti, and selected IGAD Member States as agreed during the inception phase. The consultancy will take place over a period of 65 person-days spread over a period of six months.

2.3 Specific tasks

- 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.

2.4 Expected deliverables

- An inception report detailing the methodology, work plan, roles and responsibilities, and operational arrangements
- A communications plan
- Communications products as articulated in the communications plan
- Detailed results-based consultancy report

3 QUALIFICATION

- 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.

4 REPORTING

The consultant will report directly to the Director of the Planning, Coordination and Partnerships Division (PCPD), through the Knowledge Management Coordinator.

5 MODE OF PAYMENT

- Air tickets (economy class) or road transport and Daily Subsistence Allowance (DSA) at IGAD rate will be covered for field work upon approval of travel schedules.
- The consultant will be responsible for his/her own medical and life insurance cover for the duration of the assignment.
- IGAD will use its internal processes to procure any services and goods that must be outsourced, such as printing.
- The consultant will be responsible for remitting his/her own taxes.
- Payments of total budget will be processed upon delivery and formal approval of products. The first down payment of 30% will be made after receipt and approval of the final inception report. The second instalment, constituting 20% will be paid upon receipt and approval of the final communications plan. The balance of 50% will be paid upon successful fulfilment of the contract agreement and submission of the final report.

6 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 with a copy to christine.bukania@igad.int by August 12, 2020.

Female candidates are encouraged to apply.