

Terms of Reference

Consultancy for Communications Expert

1. Introduction and Context

The African Union Inter-African Bureau for Animal Resources (AU-IBAR), a specialized technical office of the Department of Agriculture, Rural Development, Blue Economy, and Sustainable Environment (DARBE) of the African Union Commission, is mandated to support and coordinate the utilization of livestock, fisheries, aquaculture and wildlife as resources for both human wellbeing and economic development in the Member States of the African Union. The Vision of the AU-IBAR Strategic Plan 2024-2028 is an Africa in which animal resources contribute significantly to integration, prosperity and peace. Within the framework of the African Union Agenda 2063, the Livestock Development Strategy for Africa (LiDeSA) envisioned an inclusive and sustainable livestock economy that significantly contributes to Africa's transformation and growth.

Small ruminants constitute an important part of the African livestock and represent a key element in food and nutrition security on the continent. Small ruminants are well adapted to the different agro-ecological zones and production systems in which they are reared. Farming small ruminants provide a safety net for women and youth who are vulnerable to socio-economic shocks and disturbances.

Production, productivity, circulation, trade and marketing of sheep and goats in Sub-Saharan Africa are constrained by the presence of high impact transboundary animal diseases. Among those, Peste des petits ruminants (PPR) a viral disease affecting only small ruminants and their wild relatives, is the most sensitive one because of its contagiousness and the fatality rate observed.

For many years, multiple partners and donors have been supporting various PPR control and eradication in different countries/regions, however, the efforts are still fragmented and inadequately coordinated, achieving limited short-term control of the disease and appear insufficient to hope for an eradication at continental level. Around ten years ago, Rinderpest, a viral disease very similar to PPR but affecting cattle and buffaloes, was successfully eradicated from Africa because of a strong continental coordination that was put in place with the support of the European Union. Now, PPR eradication has become a political objective for the African Union reaffirmed at several occasions. A plan of action and a global strategy has been put in place by the FAO/WOAH joint PPR Secretariat that coordinate the PPR Global Eradication Programme under the umbrella of the GF-TADs.

AU-IBAR and partners with support of the European Union have developed an Action that aims to define concretely the needs and support for strengthening the continental/ regional actors to respond to the threats of transboundary diseases of sheep and goats in Sub-Saharan Africa (SSA), in particular PPR. The Action will also prepare the governance for coordinating the global PPR eradication in SSA and for coordination at continental level. Finally, the Action will prepare and organize the vaccination strategy needed to eradicate PPR on the basis of the state of play of the various existing initiatives and capacities.

This Action should be considered as the first phase to initiate a larger approach to eradicate PPR in Africa in the years to come. It will be used to inform a harmonized continental strategy supported by a theory of change and a comprehensive Business Plan for eradication of PPR. Subsequent implementation phases will entail targeted evidence-based interventions for a time-bound eradication process.

In seeking to achieve these objectives, the African Union Commission intends to strengthen its capacity and the Commission therefore, invites applicants who are citizens of Member States of

Africa Union for the position of a Communications Officer for the PPR eradication project at the Pan African PPR Secretariat (PAPS) based at the InterAfrican Bureau for Animal Resources (IBAR), located in Nairobi, Kenya.

2. Objective:

In seeking to achieve these objectives, the African Union Commission intends to strengthen its capacity and the Commission therefore, invites applicants who are citizens of Member States of Africa Union for the position of a Communications Officer for the PPR eradication project at the Pan African PPR Secretariat (PAPS) based at the InterAfrican Bureau for Animal Resources (IBAR), located in Nairobi, Kenya.

3. Tasks

Under the direct supervision of the Senior Animal Health Officer and the overall oversight of the Director of AU-IBAR. He/she shall perform the following tasks:

- i. Provide strong guidance on the communication activities associated with the PPR Programme including coordination, advocacy and communication strategies, planning and implementation.
- ii. Work closely with the knowledge management officer, information system officer, the Webmaster and Projects and Programmes Unit (PPU) to develop and/or update and monitor implementation of the institution and individual project communication strategies, based on the AU-IBAR strategic plan and project plans, respectively.
- iii. Provide advocacy, communication and social mobilization support to AU-IBAR programme and PPR programme activities.
- iv. Promote information sharing and communication and assure maximum visibility of AU-IBAR
- v. Work with project coordinators to package information that promotes AU-IBAR achievements and meets stakeholder needs through the PPR Programme.
- vi. Guide programme activities needing communication support and proactively seek out achievement and disseminate such in the best communication approach.
- vii. Establish strong linkages with relevant Media/News/Communication outlets, organizations and institutions to enhance AU-IBAR Communication activities and promote learning

The key responsibilities of the Consultant will include the following:

- i. Oversee the PPR communication program and provide advice and guidance on communication and change plans for projects;
- ii. Prepare media briefings and engagements, manage AU-IBAR's communication with various target audiences, handle social media platforms and liaise with print, electronic and online media.
- iii. Develop and roll-out mechanisms for the broad dissemination of AU-IBAR achievements and outputs.
- iv. Contribute to content curation and update of the Animal Resources Online Repository and Knowledge Sharing platform, and PPR Programme Microsite.
- v. Contribute to promoting collaborative tools that facilitate sharing of ideas, information and knowledge such as the the media online platform on the AU-IBAR Knowledge Sharing platform.
- vi. Develop and maintain Media relationships between AU-IBAR and relevant media organizations, journalists and science communicators at continental, regional and national levels,
- vii. Draft materials, social media posts and newsletters for publication; and liaise with relevant stakeholders to ensure effective communication for project activities; particularly animal disease control programmes such as PPR and other TADs. Facilitate the usage of communication platforms and tools through regular monitoring of use and conducting training activities for various internal and external stakeholders.

- viii. Work closely with Senior Knowledge Management Officer to capture and document information and knowledge on animal resources in Africa, such as the reporting of lessons learned and best practices and success stories,
- ix. Develop communication materials, newsletters, and key messages and manage their dissemination widely among AU-IBAR'S target groups through a wide array of online platforms, social media channels, multimedia productions, knowledge fairs and exhibitions, radio, television and media networks.
- x. Work closely with the Webmaster and the Senior Knowledge Management Officer to maintain and improve the various information and communication portals and tools.
- xi. Support AU Member States in advancing good communication practices to enhance the visibility of animal resources development activities across the continent.
- xii. Prepare and distribute content for the promotion of AU-IBAR products, brand or activities.
- xiii. Promote the visibility of project donors and implementing partners on various communication outputs and platforms by working closely with the graphics designer.

4. Duty stations

The Expert will be stationed in the AU-IBAR offices in Nairobi, Kenya with travel on specific assignments agreed with the AU-IBAR Management

5. Duration

The duration of this assignment is 6 months. The contract may be renewed subject to availability of funds and satisfactory performance.

6. Remuneration

The remuneration for this Consultancy shall be an all-inclusive monthly fee equivalent to P2 Step 5 on the AUC Salary Scale i.e. US\$ 5,303 per month.

The expert will be responsible for his/her medical and travel insurance cover for the duration of the consultancy. Expenses for travel on official missions will be covered separately by AU-IBAR in accordance with the applicable African Union Commission rules and regulations.

7. Supervision and reporting

The candidate will be under the direct supervision of the Project Coordinator and the Senior Knowledge Management Officer under the overall supervision of the Director of AU-IBAR.

8. Requirements

8.1 Academic and Professional qualifications

- i. Bachelor's Degree in Development or Mass Communication or any other related field.
- ii. A post-graduate degree in communications or other similar qualification will be considered as an advantage.

8.2 General Experience

- i. At least 2 years of progressive experience in areas of communication preferably within a regional, continental and/or International organization
- ii. Experience in developing and delivering Communication programmes and packages with and for different stakeholders and partner organisations

8.3 Specific / Relevant Experience

- i. Experience in Development communication activities, media relation, advocacy management, organization of focus groups, public communication and social mobilization.
- ii. Familiarity with development Communication and change management programmes.
- iii. Proficiency in using digital communication tools and platforms, including social media management, content creation, and scheduling tools.

- iv. Familiarity with content management systems (CMS) and website maintenance to enhance visibility and accessibility of information.
- v. Experience in the animal resources sector would be an added advantage

8.4 Other Skills

- i. Self-starter with the ability to strategically plan own work and follow-up on implementation
- ii. Excellent interpersonal/teamwork skills
- iii. Excellent communicating skills in English language is required. Expert must be able to communicate with influence
- iv. Analytical Thinking and Problem Solving
- v. Job Knowledge and Information Sharing

8.5 Language

Proficiency in one of the AU working languages (Arabic, English, French, Kiswahili, Portuguese, and Spanish) and fluency in another AU language is desirable.

9 Gender & Age Mainstreaming

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply. Applicants between the ages of 30 to 45 years are also encouraged to apply.

10. Evaluation criteria

The applications will be evaluated based on the relevant technical qualifications, experience and competence of the candidates.

Criteria	Scores (%)
Qualifications	20
General Experience	25
Specific Experience	40
Skills and competencies	10
Language	5
Total	100

Applicants who meet the technical requirements may be invited for an interview (virtual or in person as is appropriate).

11. Submission of the application

Applications are open to individuals of eligible nationalities. If your career aspirations, qualifications, and experience match the above requirements, please email your application stating **Communications Expert** as the subject to procurement@au-ibar.org.

The application should include the following documents:

- Detailed curriculum vitae with names and contact details of professional referees (reference letters may be provided)
- Copies of academic and professional certificates
- Signed declaration on exclusion criteria (format provided in website)
- Copy of identification documents

The deadline for receipt of applications is 27th December 2024 at midnight Nairobi local time.