



## AFRICAN DEVELOPMENT BANK GROUP

### REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES FOR LONG TERM COMMUNICATIONS CONSULTANT

#### INFRASTRUCTURE AND URBAN DEVELOPMENT DEPARTMENT (PICU) URBAN AND MUNICIPAL DEVELOPMENT FUND (UMDF)

Avenue Joseph Anoma  
01 BP. 1387, Abidjan 01  
Cote d'Ivoire

1. The African Development Bank hereby invites Individual Consultants to indicate their interest in the following Assignment: **Long-term (12 month) communications consultancy in the Urban and Municipal Development Fund (UMDF) Secretariat.**
2. The services to be provided under the Assignment include: (a) support the development, operationalization, coordination and roll-out of the Urban and Municipal Development Fund (UMDF) communication strategy, with a particular focus on the media and partner relations; (b) provide strategic and technical contributions to reporting and communication outcomes and outputs defined by the UMDF Strategy and Results Management Framework; (c) further develop and maintain the UMDF's traditional, digital and social media channels/platforms, and (d) support the quality control of communications with a view of improving outreach, transparency and access to information. The consultant will support direct delivery of outputs, knowledge management products and events with other consultants, service providers and the Bank's wider communication team, contributing to the overall Bank and Fund success at national and city level in the urban sector.
3. The Urban Development and Infrastructure Department 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 **Procurement Policy for Recruitment of Corporate Consultants**. 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 is **12 months**, with the option of renewal upon satisfactory performance and availability of funds. The position is home-based with modest travel anticipated. The Bank's HQ is located Abidjan, Cote d'Ivoire, and it is expected that the candidate regardless of location & time zone is available for the whole or at least part of the normal Bank HQ working hours (09:00-17:00 UTC). The estimated starting date is 12 June 2023, or soonest thereafter at the date of contract signature by the Bank.
6. Interested Individual Consultants may obtain further information at the address below during the Bank's working hours: **9am to 5pm, Monday – Friday (UTC)**
7. Expressions of interest must be sent by E-Mail, preferably in PDF, to the address below no later than **Wednesday 24 May 2023 at 23:59** hours Abidjan local time (UTC). Please mention "Expression of Interest for Long-term communications consultancy under the Urban and Municipal Development Fund (UMDF)."

**Attn:**

Micheline SAVADOGO  
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**Cc:**

Marcus MAYR  
[M.MAYR@AFDB.ORG](mailto:M.MAYR@AFDB.ORG)  
 Mrs. Yene O. OUATTARA-COULYBALY  
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**8. Establishment of the Shortlist**

A shortlist of 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 based on their updated resume.

Evaluation Criteria	
Level and relevance of formal education(-s)	20%
Demonstrated knowledge about multimodal Communications	30%
Language and communications	20%
Work experience, preferably with MDBs, relevant to the mission	30%
<b>Total</b>	<b>100%</b>

## **Terms of Reference**

### **UMDF Communications Long Term Consultant**

#### **1. Introduction / Background**

Established in 1964, the African Development Bank is the premier pan-African development institution, promoting economic growth and social progress across the continent. There are 81 member states, including 54 in Africa (Regional Member Countries). The Bank's development agenda is delivering financial & technical support for transformative projects that will significantly reduce poverty through inclusive and sustainable economic growth.

Africa is urbanizing rapidly. The African Development Bank recognizes that cities and towns are major drivers for socio-economic development. To underscore the importance of cities, in April 2019 the Bank launched its Urban and Municipal Development Fund (UMDF), a multi-donor trust fund providing technical assistance to support municipalities. The UMDF will support African cities and municipalities to improve their resilience and better manage urban growth and development through planning, governance and quality of public services.

The Fund is structured around four three pillars that will define the UMDF's mandate and work program: (a) improved urban Governance, (b) improved urban planning, (c) improved urban infrastructure and essential services. The UMDF is a vehicle to support achievement of the objectives of the AFDB Group in cities of the continent.

#### **2. Objectives of the Assignment**

The UMDF is a new trust fund dedicated to supporting urban development across Africa. The UMDF began operations in 2020, with technical assistance for investment project preparation, municipal finance and the African Cities Program, a comprehensive approach to provide intensive support along all three outcome areas of the Fund to selected municipalities across the continent. The objective of the consultancy is to (i) support the development, operationalization, coordination and roll-out of the Urban and Municipal Development Fund (UMDF) communication strategy, with a particular focus on the media and partner relations; (ii) provide strategic and technical contributions to reporting and communication outcomes and outputs defined by the UMDF Strategy and Results Management Framework; (iii) further develop and maintain the UMDF's traditional, digital and social media channels/platforms, and (iv) support the quality control

of communications with a view of improving outreach, transparency and access to information. The consultant will support direct delivery of outputs, knowledge management products and events with other Bank Staff, consultants, service providers and the Bank's wider communication team, contributing to the overall Bank and Fund success at national and city level in the urban sector. The Consultant will work primarily but not exclusively on UMDF communications and UMDF development.

### **3. Main activities and deliverables**

#### **3.1 Development and operationalization of the UMDF Communications Strategy**

The consultant is expected to (support) dialogue with the UMDF oversight committee, Bank Management and Staff develop and mature (and/or periodically update) the UMDF communications strategy and support delivery of the strategy. The consultant will support implementing the strategy by facilitating communication through the UMDF's and Bank communication platforms, being in charge of the flawless functioning and updating the website, social and traditional media platforms.

Indicative deliverables:

- Developing the Fund's communication strategy, and operationalizing this strategy by guiding all its internal and external communication;
- Periodic updating of the UMDF communications strategy based on OC and/or Bank management recommendations;
- Developing, curating and maintain functionality of the UMDF website(s), social and traditional media platforms, with a goal of continuous improved outreach, including modifying communication strategies and products to leverage innovative communication tools and channels.
- Facilitate and/or supporting communication events and projects;
- Supervision of design and dissemination of knowledge products,
- Support communications and effective relationships with external partners, including peer development partners, civil society organizations, private for profits, academia, government counterparts and the media.

#### **3.2. Content creation for active communications of UMDF outcomes and outputs**

The consultant is expected to work with the Bank and UMDF ecosystem to communicate the Bank/UMDF outcomes and outputs from urban sector work to a broad audience using the existing (and potentially to be developed= communication channels.

The consultant is expected to lead and/or support regular content creation and its distribution along the UMDF communications channels to aid access to information, transparency, mandatory reporting and the overall success of the UMDF strategy.

Indicative deliverables.

- Deliver the UMDF mandatory reporting outputs on-time and in a high-quality informative manners as per OC suggestions.
- Advise on maintaining effective relationships with external partners, including peer development partners, civil society organizations, private for profits, academia, government counterparts and the media.
- Leading the production of innovative and contemporary digital storytelling.
- Leading the organization of internal and external events such as conferences/seminars, business development and resource mobilization meetings, etc;
- Leading the compilation, preparation, production and dissemination of both routine and complex outreach products, including but not limited to, briefing notes, blogs, op-eds, articles, talking points, scripts for PowerPoint presentations, etc;
- Raising the profile and visibility of UMDF analytical work, program/project-related activities, events, partnerships, among others, to facilitate knowledge building and sharing;
- Supporting and leading the coverage of events, projects, program, initiatives as well as drafting success stories for internal and external sharing;
- Leading the development of customized infographics and other creative outputs, including brochures/notebooks, event banners, videos and animations.
- Modern and appropriate archiving of related photos, video and press contacts to databases.

It is expected that the work will evolve during the long-term consultancy and therefore the consultant is expected to support any other communications related tasks requested and directed by the PICU Director, the Urban Division Manager, the UMDF Coordinator or the Bank communications department.

#### **4. Location & Reporting**

The consultant will be a member of the Urban and Municipal Development Fund Secretariat, under the overall guidance of the Director of the Infrastructure and Urban Development Department (PICU) and/or the Director's designee. Day-to-day supervision will be assured by the UMDF coordinator.

The position is home-based with only modest travel anticipated (subject to AfDB travel policy). The Bank's HQ is located in Abidjan, Cote d'Ivoire, and it is expected that the consultant, regardless of location & timezone, is available for the whole or part of the normal Bank HQ working hours (09:00-17:00 UTC). The estimated starting date is 12 June 2023, or soonest thereafter at the date of contract signature by the Bank.

## **5. Duration of the assignment**

The position is a part-time position, equivalent to 132 working days over a 365-days period. The duration of the consultancy is twelve (12) months, with the option of renewal subject to satisfactory performance and availability of funding.

## **6. Qualifications and Experience required**

- Master's degree in a communications related field, or related discipline
- Preferably ten (10) years of relevant and practical work experience on communications.
- Experience working with cities and with Multi-Lateral Development Banks or an international organization will be considered an advantage, preferably in, or with, African Institutions.
- Experience in coordinating and managing a communication team (for graphic design, web development, text editing, event production etc.)
- Experience with developing and implementing communication strategies, products and platforms.
- Strong customer service and organizational skills, ability to perform a variety of tasks, pay attention to detail and work with a multidisciplinary team.
- Perfect command of the standard software applications (Communications software & tools, MS Office, Virtual Meeting software, online collaboration applications).
- Good coordination skills.
- Demonstrable commitment to delivering excellent customer service
- Flexibility to adapt, positive attitude towards change, and a constructive and creative approach to problem solving.
- Ability to communicate orally and in writing in French and / or English.