



## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **AFRICAN DEVELOPMENT BANK**

**Avenue Jean-Paul II, 01 B.P. 1387, Abidjan, Côte d'Ivoire**

**Financial Sector Development Department (PIFD)**

### **EXPRESSION OF INTEREST FOR ADFI COMMUNICATIONS, KNOWLEDGE MANAGEMENT AND ADVOCACY CONSULTANT**

The African Development Bank (AfDB) "the Bank" hereby invites Individual Consultants to indicate their interest in the following assignment: Longterm Communications, Knowledge Management and Advocacy Consultant "the Consultant" for the Africa Digital Financial Inclusion Facility (ADFI) "the Facility" in the Financial Sector Development Department (PIFD).

ADFI was established in 2019 and represents a partnership of the Bank working with the Bill and Melinda Gates Foundation, Agence Française de Développement, the Ministry of Finance, Government of Luxembourg and the French Treasury, Ministry for the Economy, Finance and Recovery as the Initial Donors and more recently, the Women's Entrepreneurship Finance Initiative (We-Fi). ADFI seeks to break down the barriers to DFS growth and uptake in order to advance financial inclusion through catalytic and strategic investments in digital financial services throughout Africa. Supporting both public and private sector entities, the Facility works across three key pillars of intervention, namely, (i) Infrastructure (ii) Policy and Regulation (iii) Products and Innovation with Gender and Capacity Building as cross cutting themes. For more information visit the ADFI website to learn more about our work and mandate [www.adfi.org](http://www.adfi.org).

The Consultant will lead and manage the facility's communications, knowledge management, and dissemination activities; develop and implement appropriate strategies consistent with the facility's vision and operational objectives; ensure the technical quality of ADFI communication tools and knowledge products and also provide key support for advocacy activities.

The services to be provided under the assignment include driving the communications and knowledge management needs for ADFI as well as supporting advocacy and partner engagement efforts. The role will entail implementation and continuous review of the ADFI communications and knowledge management strategy to facilitate effective communication, branding and positioning. The role requires dexterity and flexibility and the ability to support a wide array of communication needs, including brand development and positioning; event planning, including for in-person and online engagements; print and online messaging; website management; document editing; production of marketing materials; press releases and blogs; report production; communication geared towards internal and external audiences as well as the different target

audiences for ADFI. The role will entail working closely with the communications team at the AfDB, ADFI existing and potential donor partners as well as the wider DFS ecosystem, as the situation may require.

The Consultant will directly report to the ADFI Coordinator but also work closely with the ADFI team and the Bank's internal teams.

The key competencies and qualifications for the role are provided below.

### **Key Competencies**

- i. Demonstrated ability to analyze complex information and to draw out the key points and issues and to present these in a way that can be easily understood.
- ii. Able to work independently to identify information and knowledge sharing opportunities and to engage a wide range of colleagues in realizing these opportunities.
- iii. Capacity to deliver high quality work within tight deadlines.
- iv. Ability to use Information Technology effectively as a tool and resource.
- v. Ability to effectively advocate key messages to a variety of stakeholders and generate creative, practical approaches to communicate.
- vi. Ability to identify priority activities and assignments and adjust as required, foresee risks and allow for contingencies when planning and use time efficiently.
- vii. Ability to speak and write clearly and effectively, handle complex information and data and convey clear messages as well as to adapt content and style for different audiences.
- viii. Demonstrates integrity by modelling the Banks values and ethical standards and displays cultural, gender and religious sensitivity.

### **Qualifications and Experience Required**

- i. The candidate should have at least a master's degree in communication, journalism, international relations, political science, international development, or related fields with a minimum of 10 years of relevant experience.
- ii. Demonstrated experience in communications strategy development and planning, knowledge management including content development, management of social media, and web multimedia content maintenance.
- iii. Demonstrated experience in brand development and positioning.
- iv. Excellent communication and writing skills, and ability to produce high-quality reports, analytical documents and presentations with little supervision and within tight deadlines.
- v. Experience in web content and social media management, use of Microsoft standard software as well as desktop publishing suites.
- vi. Good understanding of and/or willingness to learn about digital financial inclusion in general and in Africa in particular. Previous experience working in the Africa digital financial inclusion sector will be an advantage.
- vii. Experience in recruiting and managing the work of third-party suppliers
- viii. Fluent in written and verbal English with a good working knowledge of French as an added advantage.

- ix. Previous experience with the African Development Bank or other development and multilateral organizations will be an advantage.
- x. Be a national of one of the member countries of the Bank

### **Key Attributes**

- (i) High integrity and accountability
- (ii) Adaptable and displays cultural, gender, religion, race, nationality and age sensitivity
- (iii) Self-initiative and ability to work under minimum supervision

**The expected duration of the assignment is one (1) year renewable subject to satisfactory performance.**

**The duty station may be located at the Bank's headquarters in Abidjan or remotely with travel to Abidjan and work missions as required and will be negotiated at the time of contracting with the key objective of ensuring satisfactory work delivery. The position is available immediately, latest by 1<sup>st</sup> April 2022.**

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 and ADFI's Operating Guidelines. 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.

Interested and suitable candidates should submit an updated, concise and relevant to the role resume of not more than 3 pages and a cover note in MS word of no more than one and a half to two (2) pages summarising their suitability for the role **to email address: [adfi@afdb.org](mailto:adfi@afdb.org)** for the attention of the ADFI Coordinator. Please also indicate within the cover note and/or resume your nationality, level of fluency in English and French and earliest availability for the role. The email title should read **ADFI Communications, Knowledge Management and Advocacy Consultant** and should be received latest by **05 PM GMT on 10<sup>th</sup> February 2023.**

### **ESTABLISHMENT OF THE SHORT LIST**

A shortlist of three to six individual consultants will be established at the end of the request of expressions of interest. The consultants on the shortlist will be judged on the following criteria on the basis of their updated resume.

General qualifications and adequacy for the role	20%
Experience with the AfDB, other MDB's DFI's, donors	10%
Number of years and depth of experience relevant to the role	50%
Language proficiency	<u>20%</u>
<b>TOTAL</b>	<b><u>100%</u></b>

Note: Only shortlisted candidates will be contacted. Please consider your application unsuccessful if you do not hear from us within two weeks (14 working days) of the closure date.