



IGAD Climate Prediction & Applications Centre (ICPAC)  
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## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **Communications Strategy Development Expert (Ref. No. ICPAC/18/ICS/07)**

**Organization:** IGAD Climate Predictions and Applications Center (ICPAC)  
**Project:** Global Monitoring for Environment and Security (GMES & Africa) Support Programme  
**Duration:** The period of engagement will be a maximum of eight (8) weeks

#### **TERMS OF REFERENCE FOR A COMMUNICATIONS STRATEGY DEVELOPMENT EXPERT**

##### **1. Background**

The Global Monitoring for Environment and Security, and Africa (GMES and Africa) Support Programme is a joint initiative co-funded by the African Union Commission and the European Union. It is an Earth Observation (EO) system designed to respond to global needs to manage the environment, understand and mitigate the effects of climate change and ensure civil security. The programme, which was officially launched in November 2016 in Brazzaville, Republic of Congo, is also a priority under the African Space Policy and Strategy, adopted by the African Union Heads of State and Government. It is user-centric and provides services for the environment and security, as well as information for policy makers, scientists, businesses and the public.

GMES and Africa Support Programme will be managed by the African Union Commission and implemented by eligible African institutions. After a successful

application process, IGAD Climate Prediction and Applications Centre (ICPAC) became one of the selected African institutions to Implement GMES and Africa in the East African Region; mainly Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Sudan, Tanzania and Uganda.

## **2. Overall Purpose**

Communications is a key component of the implementation process of GMES and Africa, to raise visibility and create awareness, as well as harness available tools for publicity, information sharing and public engagement to enable and drive the programme's outreach and advocacy.

The position offers a unique opportunity to engage and collaborate with climate and thematic experts at the centre, including climate and EO information users from various sectors in the Greater Horn of Africa Region (GHA) region.

To effectively support implementation of GMES and Africa, ICPAC will need to develop a Communication Strategy tailored for their target audience and beyond.

## **3. Deliverable**

The expert will be responsible for developing a tailor made Communications Strategy based on the overall GMES and Africa communications strategy given by the AU. In addition, the expert will develop guidelines on how to integrate the ICPAC brand to the GMES and Africa project brand for maximum synergy.

## **4. Key activities**

- Develop tailor made communication strategy and plans to support and enhance uptake of GMES and Africa products;
- Conduct questionnaire with partners and user engagement platforms such as Food Security and Nutrition Working Group (FSNWG) and national networks;
- Develop targeted messages to different stakeholders on the key EO derived information generated by the project;
- Develop branding and visibility packages for ICPAC and the project;
- Assist in developing contact management system for disseminating information and subscribing new users; and
- Offer periodic guidance on the implementation of the communication strategy on a quarterly for one year.

## **5. Minimum Qualifications and Experience**

1. Master's degree in Communications, Public Relations, Marketing or other relevant field,
2. Minimum of five (5) years of relevant experience in developing communications strategies, especially in the area of weather and climate, and related environmental issues;
3. International experience or prior work in an international or regional organization in the developing world preferred;
4. Experience with communications planning, publications development, marketing, social media, and other specialized communications skills;
5. Demonstrable communication strategy products from past assignments (*attach or provide links to at least two (02) samples of previous work in your application*)

## **6. Key Skills and competencies**

a) Excellent writing and editing skills;

- Ability to present complex information in a clear and effective manner and to tailor communications to non-specialists and target audiences;
- A solid understanding of best practices for content, tone and style for an effective targeted communication;
- Ability to rapidly research, analyse and integrate diverse information from varied sources;

b) Ability to package data and information to meet the needs of various audiences;

- Interest and ability to work in multi-disciplinary and multi-cultural teams;
- Demonstrated ability to listen actively, discuss and understand the needs of customers and propose solutions to address those needs;
- Demonstrated ability to work effectively in a fast-paced office environment, both independently and as part of a regional team;

c) Advanced skills in current communications practices and communication for development.

d) Graphic design, web design, social media experience is a bonus;

e) Familiarity with corporate design and branding guidelines and templates is an asset;

- Superior communication capacity with English proficiency. Knowledge of French would be advantageous.

## **7. Duration and location of the mission**

The Communication Strategy Development Expert will be based at the ICPAC offices in Nairobi, Kenya. The duration of the assignment is a maximum of eight weeks.

## **8. Reporting**

The Communication Strategy Development Expert will report to the GMES Project Coordinator

## **9. How to Apply**

Interested Individual Consultants must submit their Expression of Interest (updated CV and non-returnable educational and work experience credentials with a cover letter) to the address below in person, or by mail **no later than 5:00 PM on Thursday, 3<sup>rd</sup> January 2019.**

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