

COMISSÃO DA CEDEAO

COMMISSION DE LA CEDEAO

Agence Régionale pour l'Agriculture et l'Alimentation

ARAA



ECOWAS COMMISSION

Regional Agency for Agriculture and Food

RAAF

Call for applications

**For the recruitment of Short-Term Consultant Digital
Communication Assistant for PACBAO project.**

Reference : **ARAA/PACBAO/2022/SCI/19**

Date of Publication : **13 July 2022**

Deadline for Submission : **03 August 2022**

1- Background and justification

Adopted in January 2005, ECOWAP is the ECOWAS agricultural policy. This regional policy is a major reference in the implementation of the agricultural component of NEPAD in West Africa, ECOWAP/CAADP. It is the basis for the massive transformation of West African agriculture by 2025, in particular because of the predominant role of women in production and agroforestry and fisheries value chains, and the challenges related to youth employment in a context of unemployment and illegal emigration.

The creation of the RAAF by ECOWAS through Regulation C/REG.1/08/11 in 2011 and then its launch in September 2013 in Lomé, Togo is part of the operationalization of the regional agricultural policy. The RAAF is a specialized technical structure, delegated to manage ECOWAP projects and programs.

The mission of the RAAF is to contribute to the implementation of the regional agricultural policy of which vision is based on a modern and sustainable agriculture, founded on the effectiveness and efficiency of family farms and the promotion of agricultural enterprises with the involvement of the private sector.

The mandate of this specialized agency is to "ensure the technical implementation of regional programs and investment plans contributing to the operationalization of regional agricultural policy by relying on regional institutions, organizations and actors with proven expertise. It acts as a specialized technical structure, delegated project manager for ECOWAP/CAADP projects and programs.

To this end, the RAAF coordinates the implementation of several regional projects on various themes contributing to the implementation of the regional agricultural policy, ECOWAP. In addition, with the financial support of some of its financial partners, the RAAF directly finances, through calls for proposals, innovative projects in the field that are carried out by the public and private sectors, NGOs and farmers' associations/organizations in the region.

The RAAF has achieved many results and gains on the ground in the execution of its mandate with a growing need for communication and visibility.

In order to strengthen communications and visibility of activities and achievements in the field, RAAF is seeking applications for an individual consultant for its headquarters based in Lomé, Togo, to strengthen its communication capacities, particularly in digital communication.

2- Mission and tasks

Under the authority of the Executive Director and the supervision of the RAAF Communications Officer, the consultant's role will be to contribute to the development and implementation of a

digital communications strategy for greater visibility of RAAF's interventions and increased engagement of various stakeholders. Specifically, he/she will be responsible for:

- Contribute to the production of communication materials and content (brochures/flyers, newsletters, kakemonos, posters, visuals, etc.),
- Write articles and press releases, analyses, blogs, stories/testimonies,
- Initiate communication campaigns on social media (video clips, spots, etc.) to engage different stakeholders on the activities and results and achievements of the RAAF and its projects and programs,
- Contribute to the implementation of a digital communication plan for the RAAF (web and social media). This plan should include a strong marketing component and propose a significant use of digital tools (social media and others) currently available to increase the communication/visibility of the Agency's actions,
- Contribute to the updating of RAAF's web and social media platforms by developing multimedia content,
- Provide photographic and audiovisual coverage of events involving the Agency,
- Produce visuals, short videos and any computer graphics,
- Carry out any task assigned to him or her by his or her superior.

3- Qualifications / Expériences

- At least a 4-year degree in communication, journalism, social sciences, or related field,
- At least three year-experience in a similar position,
- Experience in ICT, web platform animation, social media (Facebook, LinkedIn, Youtube, Twitter, etc.) and multimedia content production, remote assistance services using ICT,
- A thorough knowledge of digital communication strategies and tools (social networks, web platforms, etc.),
- Master the use of digital cameras for photos and videos,
- Excellent communication skills, and excellent writing and speaking skills in French and/or English (fluency in both languages is a strong asset),
- Knowledge of multimedia design and computer graphics (Photoshop, iMovie, etc.) is an asset,
- You are particularly comfortable with computer tools and social networks,
- Knowledge of the ECOWAS institutional environment and regional agricultural policy is also an asset.

4- Skills

- A good knowledge and proven expertise of new forms of communication/marketing/social networks, web platforms,

- Good relationships with specialized communication agencies,
- Good communication and teamwork skills,
- Must be proficient in Adobe Creative Cloud Suite or other creative design software,
- Fluency in one of the three working languages of ECOWAS (English, French, Portuguese) is required. Good linguistic knowledge (written and oral) of a second working language of the Commission is an asset,
- Knowledge of the ECOWAS institutional environment and regional agricultural policy is an asset.

5- Conditions of application and employment

- Enjoy their civil rights and be of good character,
- The place of assignment is Lomé (Togo) at the Regional Agency for Agriculture and Food, with possible travel to other ECOWAS member states.

6- Duration of mission

The mission is planned for an initial duration of six (06) months renewable depending on performance and availability of resources.

7- Application Form

Applicants should submit their complete application consisting of the following documents:

- A letter of motivation,
- A detailed Curriculum Vitae,
- A copy of the highest degree.

NB : Any incomplete file will not be admissible.

8- Submission of applications


Applications are received at the latest on **03rd august 2022, at 17H 00 GMT**, by email at the following addresses: recrutements.consultants@araa.org with a subject « PACBAO-SCI19-Digital »

9- Method of selection

Consultants will be selected according to selection method based on qualification as defined method as defined in the ECOWAS Public Procurement Code. An interview may be organized with shortlisted candidates. Only shortlisted candidates will be contacted.

RAAF reserves the right not to proceed with this call for applications.

The Executive Director



SALIFOU Ousseini

