



Regional Agency for Agriculture and Food  
Agence Régionale pour l'Agriculture et l'Alimentation  
Agência Regional da Agricultura e Alimentação



## **Support for the Communication of the Regional Agency for Agriculture and Food (RAAF)**

### **Terms of reference**

**For the recruitment of communication agencies.**

## **1. Background and rationale**

Aware of the importance of the agricultural sector in the development of the West African Region, the ECOWAS Heads of State and Government adopted the ECOWAS Agricultural Policy on 19 January 2005 in Accra, Ghana. For the implementation of this Policy, the Extraordinary Session of Ministers in charge of Regional Integration, Agriculture, Trade, Economy and Finance of the 15 ECOWAS Member States recommended, on 23 October 2009 in Yamoussoukro, Republic of Côte d'Ivoire, the establishment of an Operational Technical Agency, with administrative and financial management autonomy for the provision of effective services to Member States and the Region in agriculture and food.

Thus, the Regional Agency for Agriculture and Food (ARAA) was established by Regulation C/REG.1/08/11 at the sixty-sixth ordinary session of the ECOWAS Council of Ministers, held in Abuja (Nigeria) from 17 to 19 August 2011 on the recommendation of the Specialized Ministerial Committee on Agriculture, Environment and Water Resources of the ECOWAS Member States. The mandate of the ARAA is to ensure the technical implementation of regional investment programs and plans contributing to the operationalization of the Regional Agricultural Policy by relying on regional institutions, organizations and actors with proven skills. Officially launched on 27 September 2013, ARAA is a specialised technical agency based in Lomé (Togo) under the Headquarters Agreement signed on 26 November 2012 between the ECOWAS Commission and the Togolese Republic. Over the years and with the leadership of the ECOWAS Commission, the involvement and growing interest of technical and financial partners, the portfolio of ARAA projects has grown significantly.

In order to support the effective implementation of this Policy, communication and visibility around the activities and results of projects and programmes in the region play a major role. In this perspective, since 2023, the ARAA has been in a process of updating its communication tools and approach to take into account the continuous increase in its portfolio of projects/programmes on the one hand, but also the need for more integrated communication that mobilizes all ECOWAS directorates involved in the implementation of the Regional Agricultural Policy (ECOWAP). This dynamic around the communication/visibility of the ARAA is being structured in a new integrated communication and knowledge management strategy launched in April 2024. This strategy will facilitate a better contribution of the ECOWAS Commission directorates stakeholders to ECOWAP, communication/visibility and a better alignment of communication actions around the thematic approach to ECOWAP implementation.

As part of the deployment of this ongoing dynamic, ARAA wishes to engage the services of country focal points to support communication around the Regional Agricultural Policy. It wishes to recruit in each ECOWAS Member State, a communication agency for punctual support to the ARAA and on demand. A total of fifteen (15) focal points (communication agencies) will be recruited, including one per country.

## **2. Mission objectives**

The general objective of the communication agency's mission is to provide punctual support on request to the ARAA as part of its communication/visibility actions in the country of residence of the agency that will be recruited. The framework for collaboration between the communication agency and the ARAA will be defined in a framework contract. Specifically, and without being exhaustive, support will be provided in the following areas:

### **a) *Coordination and liaison***

- Act as the main point of contact in communication between ARAA and national stakeholders (public institutions, media, civil society organizations, private sector).
- Ensure a smooth transmission of information and directives from the ARAA to local actors and vice-versa.

### **b) *Strategic communication support***

- Produce institutional content (press releases, publications, reports) to promote the Regional Agricultural Policy and associated projects.
- Identify communication opportunities (events, media campaigns) to strengthen the visibility of ARAA's actions.

**c) Content writing and production**

- Produce adapted materials (articles, interviews, stories of good practices, reports) based on the results of projects implemented in the country.
- Contribute to the documentation of the achievements and impacts of ARAA's interventions in the country.

**d) Media Relations Management**

- Develop close relationships with national media to ensure effective media coverage.
- Organize and coordinate press conferences, interviews, or briefings at the request of ARAA.

**e) Support for the organization of events**

- Provide logistical and technical support for the organization of ARAA's activities in the country (workshops, trainings, campaigns, exhibitions, fairs, etc.),
- Ensure media coverage and dissemination of key messages at events.

**f) Organization and conduct of press caravans in the field**

- Facilitate the invitation and mobilization of the press for media coverage of events that may be organized in the localities where ARAA projects are carried out.
- Supporting field missions for actions to raise the visibility of good agricultural and pastoral practices from field projects,
- Play the role of Journalist Reporter of Images (JRI) for ARAA.

**g) Monitoring and evaluation of communication actions**

- Collect data and feedback to assess the impact of communication activities at the national level.
- Propose recommendations to improve ARAA's communication interventions.

**3. Work methodology**

A framework contract will be signed with each recruited focal point. For each case of collaboration with ARAA, the communication agency will receive specifications from ARAA based on demand and will work directly under the technical supervision of the ARAA Communication and Advocacy Officer with well-defined deliverables.

**4. Consultant Profile**

Official recognition:

- Be an agency officially recognized by the country of establishment with supporting evidence.

Professional experience:

In order to carry out that service, the Agency should have the competences required for that service.

The agency should:

- Have at least 5 years' proven experience in the field of communication and visibility of development projects and programs with proven experience in the management of communication projects,
- Present a portfolio demonstrating their expertise in similar projects,
- Have a very good knowledge and relationship with the media in your country.

In addition, the agency should have or have:

- An expert with a Bac +4/5 level and at least 7 years' general experience in Communication / Audiovisual / Journalism or any other related discipline. This expert must have skills for writing simple documents from technical documents and excellent verbal communication skills,
- A BAC+2 level cameraman with proven experience.

#### Skills :

- Master the use of digital tools,
- Have a good ability to work independently, manage multiple projects at the same time, and meet deadlines,
- Computer graphics and photography skills are an asset.
- Have production and communication equipment (quality digital camera, a professional camera,
- Being able to produce (editing software, etc.) short videos on the results of the projects is an asset.

#### **Qualifications:**

- Good command of one of the three working languages of ECOWAS (English, French, Portuguese) is required. Good linguistic knowledge (written and oral) of a second ECOWAS working language is an asset,
- Have a general knowledge of the agricultural/livestock sector in the West African and Sahelian region,
- Excellent remote working skills,
- Very good writing, synthesis and analytical skills,

#### **5. Location, Mission Duration**

- The Agency to be retained will work from and in its country of residence.
- The duration of the mission is one year, renewable on the basis of satisfactory annual performance.

#### **6. Application form**

The application file consists of:

- A technical offer including:
  - a. A cover letter,
  - b. A summary presentation of the Agency and its experiences exclusively related to the service,
  - c. Proof of official recognition of the agency in the country of residence,

- d. A summary of the curriculum vitae of the key experts who may work on the service, clearly highlighting: (i) their academic and professional backgrounds, (ii) their technical skills, (iii) the list of similar services provided, as well as the contact details of the reference persons for each of the services indicated,
  - e. A portfolio of similar work previously done
- A financial offer.