



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



Terms of reference for the recruitment of a Consultant: Digital Communications Assistant

Reference:	ARAA/BUDGET/2025/SCI/40
Date of publication	November 13, 2025
Application deadline	December 12, 2025, at 5:00 p.m. GMT

1. Context and justification

Since 2023, the RAAS has been updating its communication tools and approach to take into account the sector's new needs and current ambitions. The objective is to implement a more integrated communication and knowledge management strategy that mobilizes all ECOWAS directorates involved in the implementation of the Regional Agricultural Policy (ECOWAP). This dynamic will facilitate a better contribution, in particular from the three directorates of the ECOWAS Commission (the Regional Agency for Agriculture and Food (RAFA), the Directorate of Agriculture and Rural Development (DARD), and the Regional Animal Health Center (CRSA), to communication/visibility and better alignment of communication actions around the thematic approach to ECOWAP implementation.

After two decades of implementation (2005-2025), actions are being reviewed at both the regional and national levels to take into account new challenges and better address the development of the sector. As a reminder, the Regional Agricultural Policy aims to "promote cooperation and integration with a view to establishing a West African Economic Union in order to raise the standard of living of its peoples, maintain and increase economic stability, strengthen relations between Member States, and contribute to the progress and development of the African continent.

The integrated communication strategy for the Regional Agricultural Policy focuses on raising awareness and mobilizing stakeholders, promoting the visibility and results of projects and programs, and strengthening the capacity of actors in the field of agricultural communication. To achieve these objectives, priority activities include the production and dissemination of appropriate content, the organization of awareness campaigns, the development of interactive digital platforms, and the strengthening of strategic partnerships in communication.

In this constantly evolving landscape, the ARAA must fully exploit the potential of digital platforms by improving its digital communication to respond to new uses and take advantage of the opportunities offered by digital tools. The ARAA must also adopt a social media strategy that is aligned with its communication objectives and takes into account the diversity of its audiences (decision-makers, technical and financial partners, farmers' organizations, the private sector, researchers, the general public, etc.).

With this in mind, the ARAA is seeking the services **of a Consultant: Digital Communications Assistant** to work within its communications department based at the , Lomé, Togo. These terms of reference describe the objectives of the assignment, the tasks and responsibilities of the role, and the terms and conditions of recruitment.

2. Mission and main task

Acting as a "communicator, image reporter, and content producer," he/she will conduct interviews, capture sound using a microphone and record images, do small edits and comment on images to give coherence to the report and content.

Reporting to the Executive Director and under the supervision of the Communications & Advocacy Manager, the assistant will be responsible for contributing to the implementation of the ARAA's overall communications and digital communications strategy.

Specifically, he/she will work within the ARAA communications team and will be assigned the following tasks:

Communication strategy

- Participate in the implementation and monitoring of the communication strategy and plan.
- Participate in the launch of communications initiatives in line with the strategy.

Design and implementation

Monitoring and information gathering

- Identify, research, and gather relevant information (activities, projects, events, results, testimonials, success stories, etc.) from various stakeholders (technical teams, partners, beneficiaries, etc.).
- Monitor the organization's priority topics (in the media, on social networks, partner websites, etc.).

Content writing

- Produce clear, engaging, and web-friendly content: articles, news items, profiles, interviews, newsletters, blog posts, infographics, etc.
- Adapt the writing style to suit the platform (website, social media, intranet).
- Ensure the quality, accuracy, and consistency of the messages produced, while respecting the organization's editorial line and graphic charter.

Graphic design: support for the creation of materials

- Design and produce a variety of communication materials tailored to different targets and the various distribution channels available.

Community management: developing social media & moderating the community

- Create and manage the editorial calendar.
- Create posts and visuals tailored to different social networks,

- Participate in the management and optimization of social networks (Facebook, Instagram, YouTube, LinkedIn, TikTok, etc.),
- Analyze statistics and identify areas for improvement,
- Creating content (variations, visuals, videos, etc.),
- Assistance in establishing partnerships with content creators and web media,
- Daily monitoring of visual and editorial trends and regular proposals for creative ideas,
- Monitoring of Meta digital campaigns,
- Production and distribution of newsletters,
- Database referencing (media, service providers, etc.),
- Maintaining the ARAA's online presence (content creation, etc.).

Webmastering: support for updating various websites

- Writing and publishing web articles (SEO concepts),
- Updating events,
- Publishing videos,
- Measuring the reach, engagement, and impact of publications using analytics tools (Google Analytics, Meta Business Suite, etc.).
- Producing regular reports on the performance of digital content,
- Proposing adjustments to improve the digital communication strategy.

Multimedia creation Production/editing of short videos

- Support for filming,
- Video editing on Premiere Pro,
- Produce visuals (using Adobe InDesign, Photoshop, Illustrator, etc.), short videos, and any infographic media.

Mailings & newsletters

- Support for writing promotional mailings,
- Creation of newsletters via MailChimp or another more modern platform.

Events and Public Relations

- Participation in certain events, forums, trade shows, and representation of organizations
- Contributing to the organization of events, drafting and distributing press releases, compiling press kits,
- Providing photographic and audiovisual coverage of events.

The Communications Assistant may be required to carry out occasional tasks outside of their main duties, depending on the needs of the business and service continuity.

3. Qualifications and skills

- **Minimum of a bachelor's degree (Bac+3) in communications, journalism, social sciences, digital communications, and/or a related field,**
- At least three (3) years of experience in communications/marketing, particularly in web platform management, clear content writing, social media, and multimedia content production.
- Be proficient in the use of digital cameras for photos and videos and digital editing.
- Be able to work closely with program teams, graphic designers, videographers, web developers, and other communications partners.

Technical skills:

- Proficiency in the Adobe suite: InDesign, Photoshop, Illustrator.
- Knowledge of social media rules/practices and ability to manage social media accounts,
- Ability to create video montages using Premiere Pro,
- Proficiency in the Drupal and/or WordPress web interface would be a plus.
- Good command (written, spoken, and read) of one of the three ECOWAS languages (French, English, Portuguese). Proficiency in a second language is a major asset,
- Good knowledge of the ECOWAS institutional environment is also an asset.

4. Location, duration, and start date of the assignment

- The consultant will be based in Lomé, Togo, at the headquarters of the Regional Agency for Agriculture and Food.
- The contract is for one year, with the possibility of renewal depending on the consultant's performance, the availability of resources, and the needs of the position.
- The assignment is full-time and excludes any other commitment that is incompatible with this condition.
- The consultant is required to refrain from any situation that could place him/her in a conflict of interest.
- The assignment will begin no later than two weeks after the signing of the intellectual services contract.

5. Application file

The application file consists of:

- A cover letter,
- A detailed resume,
- A copy of your diploma(s),
- Copies of work certificates proving experience,
- Three professional references.

6. Eligibility and qualifications

- The ECOWAS Commission, through the Regional Agriculture and Food Agency (RAFA), hereby invites individuals to express their interest in providing the required services by submitting information demonstrating that they possess the necessary qualifications and relevant experience to carry out the assignment.
- The attention of interested individual consultants is particularly drawn to Article 117 of the ECOWAS Revised Public Procurement Code ("Offenses committed by candidates, bidders, and successful bidders"), which provides information on corrupt or fraudulent practices in competition or contract performance. In addition, please refer to the following specific information on conflicts of interest related to this assignment in accordance with Article 118 of the Revised ECOWAS Public Procurement Code.

7 Submission of applications

Applications must be received no later than **December 12, 2025, at 5:00 p.m. GMT.**

Submission links : applications shall be submitted by uploading them to the following drive link: <https://bit.ly/3Xq7LCq>

- **Application format: applications must be submitted as a single PDF file.**
- The ARAA reserves the right not to consider applications that do not comply with the above submission requirements.

8 Selection method

The selection method is "selection based on the consultant's qualifications" as described in the ECOWAS Procurement Code. **The ARAA reserves the right not to proceed with this call for applications.**

9. Request for additional information

Interested consultants may obtain additional information by writing to the following email addresses: procurement@araa.org cc: ctienon@araa.org , ebannerman@araa.org with the subject line "**SCI40-ARAA- Digital Communications Assistant .**"