



NEPAD PLANNING AND COORDINATING AGENCY

TERMS OF REFERENCE

Position title:	Consultant Gender Communications Specialist
Position type:	Short Term Consultancy
Office/Project:	Gender Programme/ NEPAD/Spanish Fund
Procurement Number:	NPCA/GENCOM/001/2015
Conditions of work:	<ul style="list-style-type: none">- Part Time/Consultancy- "If negotiations with bidder(s) were to fail, NPCA shall, as of right, reject proposal(s) and cancel the bidding procedure, without thereby incurring any liability whatsoever towards bidder(s)."- The signature of a contract with a selected bidder shall occur within fourteen (14) working days after the date of submission of the contract failing which the negotiations shall be considered as broken off indefinitely and the proposed draft contract shall become null and void."
Duration of contract:	90 days from date of signing contract
Requirement for travel & Location:	Local travel to NEPAD Planning and Coordinating Agency, no payment for travel
Conditions of payment:	<ul style="list-style-type: none">• 25% upon satisfactory preparation of communication activities and outreach materials around African Union Summit• 25% upon satisfactory implementation of communication activities and submission of outreach products around African Union Summit;• 50% upon effective dissemination of outreach products

	<ul style="list-style-type: none"> The consultancy fees include all of the Consultant's costs (all staff costs, Sub-consultants' costs, printing, communications) and profits as well as any taxes, levies, duties, fees and other impositions as may be imposed on the Consultant.
Qualifications:	Candidates must have a minimum qualification of a Master's Degree in Communications, Social Sciences, Development Economics, International, Environmental Public Policy or a related field.
Competencies:	<ul style="list-style-type: none"> Candidates must have at least of ten (10) years of progressively relevant working experience in Communications in public sector institutions or similar organizations nationally, regionally and / or internationally; Excellent computer skills (e.g., Microsoft office, design software, web based tools, web programming) essential; Technically competent, knowledgeable, with experience in gender and development issues
Direct Supervisor:	Head of Gender Programme, NEPAD Agency or his/her delegate

1. BACKGROUND

The NEPAD's Gender Programme works to tap into one of Africa's most untapped assets: Women. Gender development within the NEPAD Agency is primarily driven by the Gender programme and its flagship project, the NEPAD/Spanish Fund for Women Empowerment ; a fund of 20 million Euro provided through the Spanish Government has been supporting women's projects in more than 30 countries in Africa Sub-Sahara. Since 2007, the NEPAD Spanish Fund (NSF) has support 78/80 projects, with a critical mass of women having benefited directly from the fund. The goal of the NEPAD/Spanish Fund is to empower African women with financial resources to unlock their economic potential, fight poverty, create wealth and contribute to the attainment of the UN Millennium Development Goals (MDGs).

The Fund provides financial and technical support and disburses grants to women's organisations, civil society organisations, government institutions and Regional Economic Communities, to scale-up women's economic empowerment to achieve sustainability. The year 2015, is a very important year for the NEPAD Gender Program NSF because it has been declared by the African Union the official year for "African Women's Empowerment and Development towards Africa's Agenda 2063." At the same time, this is the last year of the Fund which is expected to end by December 2015. Therefore, it will be crucial to create awareness about the impact of the NEPAD/Spanish Fund projects on the ground and how it is leading to transformation.

2. OBJECTIVE

The tasks under this consultancy aim to contribute to the process of improved communications and advocacy of the NSF. In close collaboration with the Communications Unit the Consultant shall support the implementation of the NSF communications strategy dedicated to the AU year of the African women empowerment. Contribute to the process of improving communications at the NEPAD Agency.

3. MAIN RESPONSIBILITY AND DESCRIPTION OF THE SERVICES

The consultant will have the following tasks:

Assist the Knowledge Management Consultants on the development of the Gender Outlook publication, a High-profile knowledge product capturing the impact of NEPAD/Spanish Fund since its inception to propose the new strategic orientation of the gender programme that is aligned to Agenda 2063, the post MGDs and the outcome of the evaluation of Beijing plus 20;

- Develop the NSF best practices Pictorial Book;
- Design and implement strategy for the dissemination of information and publication to AU/NPCA multi-stakeholders;
- Support preparations for the launch of the publications above, which will be launched during the next AU Summit in the first week of June 2015;
- Review and edit the NSF brochure;
- Research and write success stories on NSF for the website and wider dissemination;
- Support the implementation of the events of the Gender programme at the upcoming NEPAD Gender Summit in June 2015 and advice on how to maintain the visibility of NEPAD gender programme all year round;
- Organize a competition on success stories by NEPAD/Spanish Fund grantees. This initiative aims at encouraging grantees to share their success stories. The content will be used for information and publicity purposes;
- Implement other activities in the NSF Strategy Communication Plan;
- Update and maintenance of the section of the Gender Program and NSF in the NEPAD website;
- Input into internal and external communications strategy for NEPAD and AECID visibility during the year of women empowerment;
- Perform any other duties that may be required.

4. REPORTING SCHEDULE AND DELIVERABLES

The consultant will report to the Head of Gender Programme or his/her delegate.

The consultant will ensure effective preparation and implementation of all communication activities around African Union Summit as outlined in the NSF Communications Strategy. These include:

- Development of NSF best practices Pictorial Book
- Copy-editing of the Gender Outlook publication
- Support development and finalisation of NEPAD Video Documentary and pitch to the media for wider dissemination
- Preparation and media coverage of NFS events during African Union Summit
- Write and disseminate a variety of outreach materials such as press releases, web stories and success stories on NSF for website and other outreach channels
- Arrange media interviews and ensure effective media coverage of NSF

5. COPYRIGHTS

All materials / documents arising out of this consultancy work shall remain the property of the NEPAD Planning and Coordinating Agency (NPCA).

6. SUBMISSION REQUIREMENT

The following documents must accompany the application:

a. COVER LETTER

b. TECHNICAL PROPOSAL CONTAINING :

- Detailed Curriculum Vitae of consultants.
- Approach and methodology to be used in undertaking the assignment.
- Details of similar assignments previously undertaken.

c. FINANCIAL PROPOSAL

- Prices should be in USD or ZAR (only for South African bidders)
- The Financial proposal shall not exceed a maximum budget Of USD 22,500 - Please fill in Annex I (Finance Proposal)

7. SUBMISSION DATES

Deadline for submission of applications and CVs: March 21, 2015 to procurement@nepad.org

TORs approved by,

Head of Directorate: _____

Signature: _____

Date: _____