

CALL FOR EXPRESSION OF INTEREST

Recruitment of a Story Teller Web Tv

Opening Date: April 3, 2019

Closing date: April 15, 2019

AMI N° 06-2019

1. The West and Central African Council for Agricultural Research and Development (CORAF) is a sub-regional organization founded in 1987. It currently has 23 National Agricultural Research Systems (NARS) divided into 23 countries: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d'Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo. In the new strategic direction of CORAF, youths are central.
2. As part of its ongoing activities, CORAF is setting up a Web TV dedicated to the promotion of youth entrepreneurship.
3. A story teller/communication specialist is key to capture, treat, and disseminate the stories and information needed to inform youths and other vital players on the availability of innovations and technologies. The tasks to be performed as well as other information relating to the post are detailed in the terms of reference below.
4. The Executive Director of CORAF invites persons with the required qualifications as indicated in the terms of reference to express their interest in this recruitment.
5. Applicants interested in this notice must provide information indicating that they are qualified to render such services (CVs, references concerning the execution of similar contracts, publications, experience in the similar field, etc.).

6. Applications must be submitted by e-mail to the address procurement@coraf.org no later than **15th April 2019 before 16:30 GMT**.

Dr Abdou TENKOUANO
Executive Director of CORAF

TERMS OF REFERENCES

Job Description: **Story Teller**

Opening Date: **April 3, 2019**

Closing Date: **April 15, 2019**

CONTEXT AND JUSTIFICATION

The West and Central African Council for Agricultural Research and Development (CORAF) is a sub-regional organization founded in 1987. It currently has 23 National Agricultural Research Systems (NARS) in 23 countries: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d'Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

Youths are central to the new strategic direction of CORAF. A web tv has been created for this purpose and dedicated to capturing and sharing youth-sensitive innovations and technologies.

CORAF therefore seeks to recruit a highly qualified male/female communicator for the position of **Story Teller**. The position is based in Dakar, Senegal.

Department: Communications

Job Type: Contract (6 months)

Supervisor: Information Communication Marketing Manager

Grade: Depends on the candidate's experience

Salary: To be discussed

JOB SUMMARY

CORAF is looking for a talented person to promote successful stories of young farmers in West and Central Africa. The consultant must have an exceptional understanding of the agricultural value chain of the region. He/she must master youth engagement techniques and be able to channel their voices. The candidate should be able to write and produce quality content.

The candidate must also be able multi task. We are looking for someone who can bring to life the agricultural success stories, especially for young Africans.

RESPONSIBILITIES & ROLES

- Generate content ideas and marketing campaigns;
- Write and produce quality content;
- Train CORAF staff to narrate captivating stories;
- Collaborate with internal and external partners to coordinate and oversee the process of collecting, producing and disseminating stories;
- Assist in tracking and documenting media coverage;
- Support the monitoring of the performance of communication activities;
- Undertake other related tasks upon request.

QUALIFICATIONS & EXPERIENCE

- Practical knowledge of communication equipment (video camera, audio recorder, microphones);
- Experience in creating editorial calendars and reformulating stories across multiple platforms;
- In-depth understanding of the organization's overall programming, fundraising, communication and advocacy objectives;
- Experience as a marketing advisor, communication advisor and/or storyteller in a development organization, international NGO, donor organization or reputable organization/institution working in the key areas of agricultural technology transfer, food security, and agriculture.

SKILLS AND ABILITIES

- Perfect understanding of social media;
- Imaginative and expressive abilities to surprise, move, convince;
- Versatile, flexible and dynamic attitude;
- Strong interpersonal skills;
- Be an influencer;
- Good oral and editorial skills;
- Proactive and well-organized with good planning and problem-solving skills
- Proficiency in English or French (written and oral) and knowledge of other languages;

CORAF offers competitive employment conditions and subscribes to the principle of employment equity. In addition, female applications are strongly encouraged.

WORKING LANGUAGES

The working languages of CORAF are French and English.

HOW TO SUBMIT YOUR APPLICATION

Interested candidates are required to send their application by email to Email address: procurement@coraf.org no later than **15th April 2019** before 16:30 GMT.

Please indicate under “subject” of the email the title “Story Teller”.

A letter of motivation (maximum one page), explaining why the candidate considers that he/she is able to contribute to CORAF activities with mention of the date of availability;

An updated curriculum vitae, emphasizing the qualifications, experience and skills required for the position; references or a letter of recommendation.

Attach to the application:

- A portfolio of publications via PDF (5 pages maximum) or provide a link to preview the portfolio in your application.
- A copy of the highest degree as well as training certificates related to the position.

NB: Only short-listed candidates will be contacted for an interview.