

CALL FOR EXPRESSION OF INTEREST

Recruitment of a Digital Content Coordinator

Opening Date: September 15, 2020

Closing Date: September 29, 2020

CEI N° 13-2020

The West and Central African Council for Agricultural Research and Development (CORAF) is a subregional 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. In 2018, CORAF's General Assembly approved its long-term strategic plan focused on three interlinked priority intervention domains:

- Agriculture, food and nutrition security;
- Policy, institutions, markets and trade;
- Gender, youth and social equity.

The Executive Secretariat of CORAF is made up of three departments (Research and Innovation, Corporate Services and Communications and Marketing).

Communications and Marketing Department has the primarily responsibility of making CORAF a stellar regional research institution, its function is also expected to help CORAF: (a) raise more finances to fund the 2018-2022 Operational Plan, (b) establish relevant scientific partnerships, (c) earn the trust of partners to lead agricultural research activities, and (d) demonstrate accountability to its key constituents.

The main objective of this recruitment is to find Digital Content Coordinator, to assist the Department of Communications and Marketing in the planning, design, and monitoring of its work plan and more specifically the new cooperative agreement between CORAF and West Africa Regional Mission of the United States Agency for International Development (USAID).

The tasks to be performed as well as other information relating to the post are detailed in the terms of reference attached.

The Executive Director of CORAF invites candidates that meet the qualifications criteria as indicated in the terms of reference to express their interest in this recruitment.

Candidates interested in this call must provide information indicating that they are qualified to perform such services (CVs, references concerning the performance of similar contracts, publications, experience in the similar field, etc.).

The consultant will be selected according to the rules contained in the CORAF Administrative, Financial and Accounting Procedures Manual.

Applications must be submitted to procurement@coraf.org no later than **September 29, 2020 before 4.30 pm UTC**.

Dr Abdou TENKOUANO
CORAF Executive Director

TERMS OF REFERENCES

CONTEXT AND JUSTIFICATION

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The new cooperative agreement between CORAF and West Africa Regional Mission of the United States Agency for International Development (USAID), known as the Partnership for Agricultural Research, Education and Development (PAIRED) is a five-year intervention seeking to upscale technologies and facilitate access to quality Agri-inputs.

CORAF seeks to recruit an experienced Digital Content Coordinator.

Department: Communications

Type of position: Contract 6 months

Supervisor: Information Communication Marketing Manager

SUMMARY OF POST

- The Digital Content Coordinator is expected to assist the Department of Communications and Marketing in the planning, design, and monitoring of its work plan and more specifically on PAIRED project and will be primarily responsible but not limited to the implementation of the Branding and Marking Plan of PAIRED
- Produce web-based innovative communication products for the project: web articles, blogs, project brief and news articles;
- Update PAIRED and CORAF websites as well as social media accounts;
- Produce communication products for project in handout format: fact sheet and storyline;

- Produce communication materials for presentations: narrative text, infographics, banners, selection of photos and sound/video clips;
- Develop and maintain the CORAF monthly newsletter;
- Prepare press releases/media advisories and assist in dissemination to different media outlets;
- Guide the PAIRED stakeholders in the implementation of various marketing and communication activities;
- Report on target and achievements;
- Facilitate communication between the PAIRED regional implementation unit, country project implementation units and National Centers of Specialization (NCoS) through meetings, regular contacts and using communication tools;
- Support the Scaling Up Specialist of PAIRED in the implementation of activities related to the scaling up of technologies;
- Manage daily interactions with PAIRED stakeholders and provide timely and appropriate information as needed;
- Lead in needs assessment and designing approaches and activities to address the needs;

WEB DEVELOPMENT

- Support development of PAIRED website and making sure it consistent in style and feel with the CORAF website;
- Update the website with relevant information;
- Liaise with relevant program specialists, team members, CORAF web developers, and the web designer to understand users' needs and identify corresponding user interface requirements, workflows, and functionalities;
- Create wireframes, storyboards and prototypes to propose options for implementation;
- Carry out other relevant web-related tasks as requested.

QUALIFICATIONS

- Post graduate studies in Journalism, Communications, Marketing, Agribusiness, or related fields.
- Knowledge of modern marketing instruments (management of websites, blog, infographics) including graphic design software is highly desirable;
- Experience in the marketing and communication of innovative projects and approaches to the broader public through different marketing channels is desirable;
- Should have at least five years' experience in marketing, preferably in agriculture technology marketing;
- Should have a good knowledge and understanding of the political economy of West Africa;
- Should have good knowledge of the PAIRED and what it seeks to achieve in West and Central Africa

FUNCTIONAL COMPETENCIES

- Ability to work independently and under pressure
- Proven ability to deliver quality output working under tight deadlines;
- Proven ability to coordinate with others and to work as part of a team;
- Excellent marketing, communication, interpersonal and presentation skills.

LANGUAGE

- Excellent command of English and French.

SUBMISSION/APPLICATION

Interested consultants are hereby invited to electronically submit (i) a letter of expression of interest and (ii) a CV, to the e-mail addresses below: to procurement@coraf.org no later than **September 29, 2020 before 4.30 pm UTC**.