



REQUEST FOR EXPRESSION OF INTEREST ^{al}
(Individual Consulting Services)
To support management of the

**West Africa Regional Disease Surveillance Capacity
Strengthening Project (WARDS Project)**

**Sahel Women's Empowerment and Demographic Dividend
Regional Project (SWEDD)**

**Sahel Malaria and Neglected Tropical Diseases Project
(SM/NTD)**

September 2015

COMMUNICATIONS and ADVOCACY & KNOWLEDGE MANAGEMENT SPECIALIST

Introduction:

The West African Health Organization (WAHO) is the health institution of the Economic Community of West African States (ECOWAS), with a mandate to ensure the attainment of the highest possible standard and protection of health of the people in the ECOWAS region. Communicable and non-communicable diseases are the leading causes of morbidity and mortality in the region. Therefore, disease control and the prevention of epidemics are among the priorities of the 15 countries in the ECOWAS region and a major focus of WAHO's work.

The World Bank has provided grants to ECOWAS for WAHO to implement 3 projects:

- West African Regional Disease Surveillance Capacity Strengthening Project (WARDS)
- Sahel Women's Empowerment and Demography Project (SWEDD)
- Sahel Malaria and Neglected Tropical Diseases Project (SM/NTD)

The objective of the West African Regional Disease Surveillance Capacity Strengthening Project (WARDS) is to strengthen regional disease surveillance and response system of ECOWAS Member States.

The project has three components, as follow:

- Regional Capacity Development (Component 1)
- Strengthening Human Resources (Component 2)
- Project Management, and Monitoring and Evaluation (Component 3)

The Objective of the Sahel Women's Empowerment and Demographic Dividend Regional Project (SWEDD) is to contribute to the broader goal of reducing vulnerability and improving economic opportunities in the Sahel Region by working across countries and in conjunction with national systems, programs and Projects. Specifically, the project development objective is to promote cross border benefits, regional goods and efficiencies in both demand and supply side interventions that contribute to accelerating the demographic dividend.

The project has 4 components:

- 1) improve regional demand for RMNCHN services and increase empowerment for women and adolescents
- 2) Strengthen regional capacity for availability of RMNCHN commodities and rural midwives
- 3) support rural midwifery training institutions in target countries, strengthen their capacity to increase the quantity and quality of midwives

- 4) foster political commitment and capacity for policy making and project implementation

The objective of the Sahel Malaria and Neglected Tropical Diseases Project (SM/NTD) is to increase access to and use of harmonized country-level services for the prevention and treatment of malaria and selected Neglected Tropical Diseases in targeted cross-borders areas in participating countries in the Sahel region.

The project has 2 components:

- 1) Improve regional collaboration for stronger results across participating countries
- 2) Strengthen institutional capacity to coordinate and monitor implementation.

WAHO seeks to recruit a dynamic, qualified and experienced Communications and Advocacy & Knowledge Management Specialist.

Purpose of the Assignment:

The Communications and Advocacy & knowledge management Specialist is responsible for leading the implementation of a plan to monitor progress towards targets, evaluate and disseminate results of the project activities.

Main Duties and Responsibilities:

The Communications and Advocacy & knowledge management Specialist will establish a monitoring & evaluation system for the project. S/he will report to the Project Management Unit Coordinator and work in close collaboration with WAHO communication Officer and beneficiaries.

The incumbent will:

- Contribute to defining the new WAHO's vision and missions on communication and advocacy;
- Develop a strategic communication and advocacy strategy relevant to the WAHO's vision and mission for the project duration;
- Break down the strategic communication and advocacy framework into detailed annual plans;
- Elaborate communication plans budgets and get them validated;
- Identify key targets groups and prepare appropriate communication and advocacy materials for an effective reach;
- Identify key regional media in the region and organize engagement sessions to better relay WAHO's message;
- Build strong relationships with local and international media to improve WAHO's exposure and visibility;
- Build strong relationships with the Civil Society organization to leverage their influential power for an effective advocacy approach;

- Develop communication and budget monitoring tools and indicators to ensure strategic goals are achieved;
- Develop an internal communication platform for knowledge sharing;
- Create internal appropriate materials for knowledge sharing and updating;
- Develop cross departments learning, knowledge mapping and storytelling platform for knowledge sharing;
- Collaborate with regional partners on collaborating and sharing best practices.

Qualification, Experience and Core Competencies:

- Advanced University Degree in Public Management, Advertising, Communication & Advocacy or related areas;
- Seven (7) years minimum experience in Communication & Advocacy or advertising in renown organizations;
- Excellent communication skills and demonstrated experience advertising and media management;
- Excellent team playing and leadership skills
- Team leader with an hands-on approach in designing and rolling out communication & advocacy plans at international level;
- Strong networking ability among media leaders and Civil Society groups;
- Highly organized and results oriented with a positive attitude and good interpersonal skills;
- Demonstrated experience working in a multicultural environment and with senior level professionals, variety of partners and diverse stakeholder groups;
- Excellent written/verbal communication skills with the ability to adapt to technical information and language;
- Speak and read fluently one of the official Community languages namely English, French and Portuguese. A working knowledge of a second official language would be an advantage.

Duration, Location and Nature of Appointment:

This is a WAHO contract position supported by donor funds. The appointment is for 1 year subject to a one month probationary period and may be renewable according to availability of funds from the project. Attractive consolidated remuneration packages will be paid. The Communications and Advocacy & knowledge management Specialist will be based at WAHO Headquarters in Bobo-Dioulasso, BURKINA FASO, but will travel in the ECOWAS region as required.

WAHO now invites qualified individuals to indicate their interest in providing the services. They should provide information that they have the required qualifications and relevant experience to perform the services (Cover letter indicating which of the above positions is of interest, detailed Curriculum Vitae - including description of similar assignments, and experience - and copies of supporting documents).

The desired individual consultant will be selected in accordance with the **procedures for the selection of individual consultants** set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, (January 2011, revised version 2014) which is available on the Bank's website at <http://www.worldbank.org>.

Further information can be obtained from the following person at WAHO during office hours, **Monday – Friday 0800 – 1600 hours GMT**:

Lalaissa AMOUKOU
Phone: (226) 20 97 57 75 / 20 97 00 97
Fax: (226) 20 97 57 72
E-mail: lamoukou@wahooas.org

Interested and qualified individual Consultants should express their interest by submitting their detailed CV (in person, by mail or email) to the below address:

Dr Xavier CRESPIAN
Director General
West African Health Organisation
01 BP 153 Bobo-Dioulasso 01
Burkina Faso
Mailing: wahooas@wahooas.org ; offres@wahooas.org

The right corner of the envelope or the subject of the email must indicate the relevant position of interest. The deadline for receipt of submission is **October 15, 2015 at 1500 hours GMT**.

WAHO or the WB will not be responsible for any costs or expenses incurred by the individual consultant in connection with the preparation or delivery of the EOI.