

**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT**  
**COMMUNICATIONS OFFICER**

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<b>Project:</b>	Regional Off-Grid Electricity Access Project Additional Financing (ROGEAP)
<b>Title:</b>	<b>Communications Officer</b>
<b>Contract Type:</b>	Individual Contract
<b>Duty Station:</b>	Abuja, Nigeria and/or home-based (depending on COVID-19 restrictions)
<b>Duration of Assignment:</b>	1-year renewable for a total of up to 5 years

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## **1 Project Background**

The Regional Off-Grid Electricity Access Project (ROGEAP) aims to increase access to sustainable electricity services in the 15 ECOWAS member countries and additional four countries (namely Cameroon, Chad, Mauritania and Central African Republic) for household, businesses, and in some instances, public health and education facilities in a pilot program.

While Sub-Saharan Africa suffers from lack of access to reliable electricity services, this deficit is more pronounced in the Western and Central Africa region, particularly in countries such as the Central African Republic (CAR), Chad, Guinea-Bissau, Liberia, Niger, and Sierra Leone. In addition, household access to electricity varies considerably between urban and rural areas. Out of a population of 406 million people in the 19 project countries, it is estimated that 208 million inhabitants have no access to electricity, about 70 percent of whom live in rural areas. Based on the off-grid market assessment of 2018, the average rural electrification rate stood around 18 percent, while that of eight countries—Burkina Faso, Chad, the CAR, Guinea, Guinea-Bissau, Liberia, Mauritania, and Niger—is less than 5 percent. Improving energy access, especially for marginalized and disadvantaged groups and lagging regions is essential in achieving sustainable and inclusive development and poverty reduction.

Stand-alone solar systems have a large market potential in Western and Central Africa. Currently, less than 3 percent of the region is served by stand-alone solar systems, equivalent to roughly 5 million consumers. The market assessment carried out in 2018 identified that about 31 million households could be electrified using stand-alone solar systems in Western and Central Africa. The potential value of the household solar market is estimated to be about US\$6.6 billion. The assessment further identified about 800,000 educational and healthcare facilities that could be electrified with stand-alone solar systems with an investment estimate of US\$1.5 billion. Moreover, the share of the rural population served by decentralized renewable energy sources such as mini-grids and stand-alone systems is expected to reach 22 percent by 2020 and 25 percent by 2030.

Uptake of stand-alone solar systems in Western and Central Africa faces several barriers from the supply side. These barriers stem from the perception that the Western and Central African market is fragmented, implying that many countries have small, dispersed population; lack of appropriate policy and regulatory environments; absence of supporting ecosystems for the solar industry; poor access to finance; and lack

of clear information on the demand and customer segments. Moreover, the region has yet to significantly benefit from the innovative solar photo voltaic (PV) technologies and disruptive business models, such as Pay-As-You-Go (PAYGO), compared to East Africa.

Promoting electrification using stand-alone solar systems requires a harmonized regional approach. This entails establishing a business-friendly ecosystem to attract private sector investments to provide electricity to people without grid connection including female headed households, in a decentralized manner. The existing projects financed by the World Bank in the Africa region with stand-alone solar components have adopted a market-based approach, implemented by the private sector, to provide access to electricity to the people.

This project has two main components: Component 1 focused on developing a regional market by establishing enabling business environment and providing technical and financial capacity building support to solar entrepreneurs in 19 project countries. Component 2 focused on facilitating access to finance for standalone solar system businesses through a line of credit and establishing a guarantee facility to eligible CFIs located in 8 WAEMU member countries.

ECOWAS will be the implementing agency for Component 1, while the West African Development Bank (Banque Ouest Africaine de Développement or BOAD) will be the implementing agency for Component 2. To this end, a Project Implementation Unit (PIU) will be established within the ECOWAS Commission. ECOWAS Commission is recruiting a Communication Specialist for the ROGEAP Project as personnel of the PIU.

## **2 Scope of Work**

To ensure the visibility, formulation and implementation of the communications and advocacy strategies to increase the standing and awareness of ROGEAP with partners, the media and the public, a Communications Officer needs to be recruited, with the job description outlined in this Terms of Reference.

S/he will be responsible for communication related to support in the efficient and effective execution of project activities. In performing her/his responsibilities, s/he will develop a strong communication tool and provide necessary information among all the stakeholders. S/he will advocate and promote the work of ROGEAP and will also work closely with project team, government officials, the private sector, as well as non-government and civil society organizations.

In particular, the Communications Officer will work closely with the Project and Fund Manager (PFM) to ensure the streamlining of communications and compliance of practice with the overarching communications strategy under ROGEAP. This may entail, for instance, establishing a working-level mechanism with focal point from PFM to facilitate daily coordination on collecting, processing and disseminating information on ROGEAP's progress, as well as developing case studies of good practices for wider learning and publicity, etc. Importantly, the Communications Officer will work closely with the Social Specialist to ensure that all communications and messaging from ROGEAP are aligned with the Social Risk Management system.

The Communications Officer will report to the PIU management team led by the ECOWAS Commissioner for Energy and Mines.

The specific tasks of the Communications Officer are:

1. Supports the formulation and implementation of project communications and advocacy strategies, focusing on the following:
  - a. Formulate and implement ROGEAP's publications and communications policy;
  - b. Provides inputs, content development, coordination of production and dissemination of press releases, publications, articles and sharing of project knowledge and successes;
  - c. Increase awareness of ROGEAP through dissemination of information and organization of public events;
  - d. Organize publicity, advocacy, knowledge-sharing events and promotional opportunities, including provision of logistics support to the events;
  - e. Maintain information database and photo library;
  - f. Liaise with media outlets to ensure that appropriate information and messages are reaching the public, including preparing press releases;
  - g. Liaise and work closely with the environmental and social safeguards team to ensure that the messaging/communication of ROGEAP aligns with the Environmental & Social Risk Management system;
  - h. Prepare promotional material on the project, including pamphlets, videos, etc.
  - i. Prepare communication reports for project team and the World Bank;
  - j. Develop and maintain a project website with the help of IT services;
  - k. Perform other duties as required.
2. Facilitate knowledge building and management focusing on the following:
  - a. Support to colleagues in identifying, documenting and drafting good practices and lessons learned;
  - b. Organize training for the staff on effective communications and advocacy, including key principles and good practices to ensure compliance with the Environmental & Social Risk Management system;
  - c. Organize internal and external networks or communities of practice covering prominent experts in government, non-government, think tanks, private companies and international development organizations;
  - d. Provide support to organization of workshops, seminars, training and delivery of outputs (products);
  - e. Coordinate with various government and non-governmental agencies to update project information as needed;
  - f. Perform other duties as required;
  - g. When conducting all the aforementioned activities, coordinate and work closely with the Social Specialist who is responsible for stakeholder engagement to ensure alignment with the Social Risk Management system.

### **3 Expected Output and Deliverables**

The Communications Officer is responsible for the preparation and submission of the following deliverables to the Project Steering Committee for approval and onward transmission to IDA:

- Draft communications and advocacy strategies to increase the standing and awareness of ROGEAP with partners, the media and the public; the strategies should be aligned with the Social Risk Management system;
- Draft policies on publishing and communications for ROGEAP which are aligned with the Social Risk Management system;
- Up and running ROGEAP website, and continuous maintenance of contents of the website (with support from IT services);
- Annual Communication Reports on media activities and publicity events.

#### 4 Qualifications and experience

##### Key competences required:

- Technical Competences:
  - Identify relevant information for communication and advocacy for a variety of audiences;
  - Analyze general information and selects materials in support of partnership building initiatives;
  - Promote organizational learning and knowledge sharing;
  - Research good practices and propose new, more effective ways of doing things;
  - Document innovative strategies and new approaches;
  - Understand the main processes and methods of work regarding the position;
  - Understand good principles in stakeholder engagement and social risk management;
  - Possess knowledge of policies and procedures relating to the position and apply them consistently in work tasks;
  - Strive to keep job knowledge up-to-date through self-directed study and other means of learning;
  - Demonstrate good knowledge of information technology and applies it in work assignments;
  - Creating visibility for ROGEAP;
  - Maintains networks and knowledge assets for use in visibility and image activities.
- Client Orientation
  - Responds to client needs promptly;
  - Report to internal and external clients in a timely and appropriate fashion;
  - Organize and prioritize work schedule to meet client needs and deadlines;
  - Establish, build and sustain effective relationships within the work unit and with internal and external clients.
- Other Competencies:
  - Demonstrate ethics and integrity;
  - Demonstrate self-development, self-drive and initiative-taking;
  - Act as a team player and facilitate teamwork;
  - Promote the culture of learning and knowledge-sharing;
  - Promote transparency and accountability.

**Key qualifications and experience required:**

- Master's degree from reputable university in Mass Communications & Journalism, Media Studies, Communications Strategy, Development Communication or relevant discipline;
- At least 5 years of relevant experience in providing communication packages to promote the activities of an organization or program, preferably a development organization and/or multi-country program;
- Rich experience in the usage of computers and office software packages (MS Word, Excel, Powerpoint, etc.) and graphic designing;
- Experience in handling web-based management systems;
- Language requirements: Spoken and written fluency in English and French.

Citizens of an ECOWAS member state are particularly encouraged to apply for this consultancy.

**5 Duration and Location of Services**

The consultant will be initially engaged for 1 year. At the expiration of this, based on her/his performance, she/he may be engaged for up to 4 more years based on availability of funding. Extension of the duration of services shall be subject to mutual agreement between the parties.

The services will be provided at ECOWAS. The consultant is expected to be available full time.