

PERIOD OF ADVERTISEMENT:

**25 May 2021 - To: 16<sup>th</sup> June 2021**

CLIENT:

ECOWAS COMMISSION

SOURCE OF FUNDING:

ECOWAS Budget

TYPE:

Expressions of Interest

**REQUEST FOR EXPRESSION OF INTEREST  
(Consulting services – individual consultant selection)**

**Recruitment of a Specialist (individual consultant) on Communication Strategies**

**Reference No. ECW/IC/ADM-CD/25.5.21/skb**

In the framework of the execution of the 2021 Budget, The Economic Community of West African States (ECOWAS) intends to apply a portion of its budgeted counterpart funds for the **Recruitment of a Specialist (individual consultant) on Communication Strategies**.

2. The main objective of this mission is to publicise ECOWAS major achievements recorded in its various areas of competence. Specifically, it aims to:

- Ensure the visibility of ECOWAS activities.
- Identify and determine the best visibility and communication channels.
- Design and deploy necessary tools according to the various targets.

3. The consulting services (“the Services”) include the followings as shown below and the duration of the contract shall be for a maximum period of **Six (06) calendar months**.

4. Duties and responsibilities of the consultant are:

- Ensure the follow-up, and increase the visibility of the President's missions and activities;
- Accompany the President during his missions in terms of communication and visibility, and ensure that related information is proposed for publication;
- Ensure that all activities of the ECOWAS Commission are reported and visible internally and in the local, regional, and international media;
- Manage and coordinate interview requests from regional and international media;
- Ensure that pictures and videos of activities are captured;
- Participate in the drafting and finalisation of speeches of the President of the Commission,
- Ensure the necessary documentation for media and visibility during missions;
- Ensure daily regional and international press review.
- Contribute to the design and editing of an illustrated magazine on the major achievements and activities of the ECOWAS Commission:
- Participate in documentary research to collect information, articles, images, and videos on the activities and achievements of the ECOWAS Commission;
- Contribute to the design and editing of the illustrated magazine on ECOWAS major achievements.

5. The ECOWAS Commission now invites eligible Individual Consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. *The shortlisting criteria are as follow:*

### **Educational Qualification**

- Minimum of a Master's degree in a field related to one or more of the following disciplines: Communication, Journalism, Media, Public Relations.

### **Experience**

- At least ten (10) years of experience in communication, journalism, media, advertising, or public relations, including at least three (3) years at the regional level, particularly in West Africa or internationally;
- familiarity with regional and international media;
- Address book with verified media contacts and a large media network for high visibility in West Africa and internationally;
- Experience in international print and/or audiovisual journalism;
- Expertise in the coordination of digital communication and social media activities;
- Experience in the editing and design of communication materials;
- Expertise in the use of social media, camera and video camera,
- Excellent computer skills (MS Office: Word, Excel, PowerPoint, Outlook);
- Good knowledge of ECOWAS and its 15 Member States;

### **Language**

- The individual consultant shall be fluent (reading, writing, speaking) in one (1) of the ECOWAS Official Languages (English, French or Portuguese) and the practical knowledge (reading, writing, speaking) of an additional one would be an advantage.

**NB:** The attention of interested Individual consultants is particularly drawn to **Article 118 of the ECOWAS Revised Procurement Code (“Infringements by Candidates, Bidders and Awardees”)**, providing information on corrupt or fraudulent practices in competing for or executing a contract. In addition, please refer to the following specific information on conflict of interest related to this assignment as per **“Article 119 of the ECOWAS Revised Procurement Code.**

5. The Consultants will be selected in accordance with the *Selection of Individual Consultant* set out in the Consultant Guidelines. The shortlisted candidates will be interviewed for the position.

Interested consultants may obtain further information at the email addresses below during office hours: **Monday to Friday from 9.00 am GMT+1 to 5.00 pm GMT+1.**

**Email:** [sbangoura@ecowas.int](mailto:sbangoura@ecowas.int) with copy to [procurement@ecowas.int](mailto:procurement@ecowas.int); [soulate@ecowas.int](mailto:soulate@ecowas.int) ; [alungu@ecowas.int](mailto:alungu@ecowas.int); [gdikko@ecowas.int](mailto:gdikko@ecowas.int)

6. Expressions of Interest (**1 original and 3 copies**) **must now be delivered** in sealed envelopes and clearly marked **“Recruitment of a Specialist (individual consultant) on Communication Strategies.”**, **Do not open except in the presence of the Evaluation Committee**” to the address below latest by **16 June , 2021 at 11.00 am (GMT+1), Nigerian Time.**

The ECOWAS Tender Box is located at the **Directorate of General Administration, Procurement Division, 1<sup>st</sup> Floor ECOWAS Commission, 101 Yakubu Gowon Crescent, Asokoro District, P. M. B. 401 Abuja Nigeria.**

**Please note that electronic submissions are also accepted and shall be addressed to:** [sbangoura@ecowas.int](mailto:sbangoura@ecowas.int) with copy to [procurement@ecowas.int](mailto:procurement@ecowas.int); [soulate@ecowas.int](mailto:soulate@ecowas.int) ; [alungu@ecowas.int](mailto:alungu@ecowas.int); [gdikko@ecowas.int](mailto:gdikko@ecowas.int)

**This EOI is also published on the ECOWAS website** <http://www.ecowas.int/doing-business-in-ecowas/ecowas-procurement>