Terms of Reference for Communications and Media Consultant

**Contract Type:** Fixed term nine-month contract, Full-time.

**Location:** Johannesburg, South Africa (with travel to Benin and Uganda)

**Remuneration:** Competitive

**Reports to:** Programme Manager, Twende Mbele

**Application Deadline:** 23rd July 2018

About Twende Mbele

Twende Mbele is a multi-country peer-learning programme aiming to strengthen the use of Monitoring & Evaluation to improve performance and accountability of African governments. The core country partners are South Africa, Benin and Uganda, joined by capacity development partners CLEAR Anglophone Africa and IDEV at the African Development Bank.

Recently Kenya, Niger and Ghana have come on board as collaborating country partners. The broader network includes over 12 African country governments, legislatures, civil society organisations, academic institutions and think tanks.

Twende Mbele works to promote greater government accountability and performance by focusing on the following five areas:

1. Increased demand to use M&E tools within partner countries and by other governments for improved governance
2. Increased sharing in Africa around use of M&E for improved governance
3. Increased learning in Africa around use of M&E for improved governance
4. Specific M&E practices, policies, tools and procedures developed collaboratively
5. Effective and collaborative programme management, governance and operations

The Twende secretariat is housed at the Centre for Learning on Evaluation and Results Anglophone Africa, University of Witwatersrand, Johannesburg, South Africa. After two years of implementation, the majority of the conceptual development has been completed and a number of network and country-oriented projects have been executed; others are still ongoing and new projects are being developed.

About the Assignment

We are recruiting a Communications and Media Consultant under the overall responsibility and direct supervision of the Twende Mbele Programme Manager. The main purpose of this assignment is to provide communications support to Twende Mbele core countries (Benin, Uganda, South Africa) to help them build a foundation for effectively communicating on M&E at the national level, including to the media, on which they can further build and develop their national communication activities. The objective is for identified national audiences (including the media) in the three core
countries to be well-informed about M&E undertaken by their governments. They will receive information on this in different ways, through a variety of channels. They will be increasingly aware of M&E activities and results. The profile and visibility of M&E will be raised.

The Communications and Media consultant will undertake a needs assessment mission to each of the three countries and draw up a tailored plan of support for each country. Following that, advisory services will be provided from the consultant’s base at the Programme Secretariat. The consultant will integrate into his/her advice good practices in M&E communications and media engagement from the Twende Mbele collaborating countries (Ghana, Kenya, Niger) and knowledgeable institutions such as Afidep.

This nine-month assignment will begin in 1st August 2018 and is located at the CLEAR Anglophone Africa centre in Johannesburg, South Africa. It is a full-time position and will involve up to 15% travel time, including two missions each to Benin and Uganda. These terms of reference define the purpose, scope and expected deliverables related to the assignment.

Duties and Accountabilities:

The Communications and Media Consultant will report to the Twende Mbele Programme Manager. His/her work will be overseen by a Steering Committee composed of the Twende Mbele country coordinators and lead information officers within the national governments of Benin, South Africa and Uganda; the Twende Mbele Programme Manager; and the IDEV/AfDB representative on the Twende Mbele Management Committee.

The consultant will support the Twende Mbele country coordinators and lead information officers in the national governments of the three core countries in enhancing their capacity for communicating on M&E, and evaluation in particular, at the national level, including to the media. The focus of the support will be on the national lead information officers. On the basis of a needs assessment to be undertaken in each country, this includes:

1. **Providing advice, guidance and support on planning and implementing internal and external communication efforts to strengthen national awareness of M&E activities and knowledge, and raise the profile and visibility of M&E in general.** In particular, this can include advising and guiding country coordinators and lead information officers on how to:
   - Identify key target audiences for national M&E-related communication.
   - Develop a targeted national communications strategy and action plan.
   - Produce and disseminate various communication materials, including stories and news on M&E and development, outreach materials, briefings, articles, statements, speeches, fact-sheets, publicity materials, videos, animations, media advisories, press releases, press/media kits, and write ups about events, for a variety of national communication channels including websites, blogs, e-news, the media and others.
   - Establish and maintain national communications platforms such as a government website dedicated to M&E, a(n) (electronic) helpdesk, a newsletter, etc.
   - Ensure appropriate communications before, during and after local, regional and national events like knowledge sharing meetings, seminars, trainings, conferences and special events.
Profile effective media channels, develop a roster of media practitioners, expand contacts with print, audio-visual and social media outlets to enhance coverage, and respond to queries from the media and other external parties.

Organize press conferences and media interviews with national M&E practitioners, political champions of M&E, partners and topical experts.

Support the national government in enhancing its internal capacity for communication and knowledge sharing.

Raise internal awareness of communications approaches, progress, and best practices.

2. Advising country coordinators and –especially- lead information officers in national governments on undertaking communications activities to disseminate findings and key messages from individual evaluations to identified (national) target audiences including the media. This can include advice on:

- Developing a targeted dissemination and knowledge sharing strategy/plan for each evaluation, to ensure appropriate communication about the evaluation to the different identified target audiences.

- Developing tools and templates for packaging and presenting findings, key messages and evidence to the target audiences, in particular the media.

- Mobilising knowledge on different modes and channels of communication to disseminate critical information in a timely manner.

- Keeping up to date on new communication tools and best practices and identifying new opportunities for disseminating evaluations.

The consultant will inform him/herself on good practices in M&E communications and media engagement from the Twende Mbele collaborating countries (Ghana, Kenya, Niger) and knowledgeable institutions such as Afidep, and share these good practices with the core countries. On the basis of the advice, guidance and support provided by the consultant, Twende Mbele country coordinators and –in particular- the lead information officers in national governments should be able to develop and implement the national communications strategy and undertake the ongoing communication and outreach activities thereafter.

Selection Criteria

- Bachelor’s degree in communications, modern languages, or other related field such as journalism, public affairs, public relations, marketing, or in international relations, development studies or public administration. Master’s degree would be an advantage.

- 4-5 years relevant work experience.

- Fluency in English and strong competency in French.

- Proven experience and understanding of communications and outreach at the international level, and proven ability to position and advocate for issues effectively.
• Experience working on conception, design, packaging, production and dissemination of communication products to a variety of audiences, and understanding of channels of dissemination.

• Experience in various forms of communications production and marketing, such as publications, Internet communication strategies, and campaigning.

• Demonstrated ability to build and nurture strong relations with the media.

• Previous work experience with governments and/or international development agencies would be an asset.

• Prior experience with M&E in the area of development is an advantage.

• Proven writing, editing and language skills, and an ability to convey complex ideas in a concise, clear, direct, and lively style.

• Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative.

• Working knowledge of relevant computer software such as MS Office, WordPress, Adobe InDesign/Illustrator/Photoshop, electronic mail procedures.

All interested applicants should send their CV, motivation letter addressing the selection criteria and a sample of writing to cara.waller@wits.ac.za by 23rd July 2018.

Only short-listed candidates will be contacted.