



Ushirika wa Maendeleo ya Elimu Barani Afrika
الرابطة لأجل تطوير التربية في إفريقيا
Association for the Development of Education in Africa
Association pour le développement de l'éducation en Afrique
Associação para o Desenvolvimento da Educação em África



CALL FOR APPLICATIONS

Senior Communication Officer (Consultant), ADEA

Deadline for submissions is Friday, June 18th, 2021 at midnight (12:00 am) GMT to the following address: adea-applications@afdb.org. The subject of the e-mail should be “Senior Communication Officer”.

Introduction

The Association for the Development of Education in Africa (ADEA) is a forum for policy dialogue on education and the African Development Bank hosts it. Its vision is to create “high-quality African education and training geared towards the promotion of critical skills for accelerated and sustainable development in Africa”. ADEA’s mission therefore is to “serve as an open and flexible pan-African organization that informs and facilitates the transformation of education and training to drive Africa’s accelerated and sustainable development”. It acts as a catalyst in promoting innovative policies and practices through the pooling of ideas, experiences, learning and knowledge. ADEA’s overall goal is to empower African countries to develop education and training systems that respond to their emergent needs and drive Africa’s social and economic transformation sustainably.

ADEA’s main organs are its Steering Committee, Executive Committee, the Secretariat and the Inter-Country Quality Nodes (ICQNs) and Task Force (TF). The Secretariat oversees the implementation of ADEA’s work programs and budget by organizing high-level policy dialogue forums and statutory meetings, managing communications and knowledge, and coordinating the work of ICQNs and TF. It also implements the decisions and resolutions of ADEA’s governance entities. ADEA acts as a continental voice in education development in Africa and has the convening power to bring together major players of the continent on policy issues in education.

ADEA seeks to recruit a Senior Communication Officer (Consultant) based at the ADEA Secretariat in Abidjan.

The overall mandate of the Senior Communication Officer will be to implement the external and internal communications strategy and action plan so that the organization can communicate in an effective, consistent and professional manner with stakeholders; build a corporate brand and promote ADEA’s image; and foster partnerships through a wide range of communication activities that include events management, marketing, and dissemination of information.

Scope of Assignment

Under the general supervision of the ADEA Executive Secretary, the Senior Communication Officer will perform the following duties and responsibilities:

Implementation of ADEA Communication Strategy and Action Plan

- Lead the implementation of ADEA's Communications Strategy and Action Plan that will enhance ADEA's policy influence and impact on Ministries of Education, universities, the international community, etc. that are involved in education and training development in Africa;
- Develop quality control guidelines that guarantee the use of appropriate content, tone, consistency and accuracy of information in both the electronic and print communication with external clients by ICQNs, TF and the Secretariat.

ADEA Branding

- Work closely with the Secretariat team, ICQN and TF coordinators to develop clear brand messages that will be used in all ADEA's programs, major events, resource mobilization campaigns, activities and publications;
- Design and organize the communication aspects – such as local, regional and international press conferences – during high profile events that include Triennales, annual high-level policy dialogue forums, launches of major ADEA publications, eminent speakers forums, and side events at conferences with a view to positioning ADEA's brand and showcasing its impact on education.

Marketing and Outreach

- Develop and produce informational material (brochures and leaflets, films, audio-visual productions) and statutory documents with a view to promoting ADEA's programs and activities;
- Develop and manage ADEA's website and use social media tools in communication (twitter, podcasts, etc.), make certain that their content is up-to-date and appropriate; and produce authoritative press releases, press briefing notes, articles and press kits;
- Conduct periodic surveys with a view to obtaining the stakeholder feedback on ADEA's communication effectiveness and also identify stakeholders' needs and opportunities for improved communication;
- Organize press conferences and press briefings when necessary for strategic events, and represent ADEA at regional, continental and international fora on communication and leverage opportunities to partner with sister institutions;
- Work closely with the Resource Mobilization Officer and Knowledge Management Officer to develop marketing and outreach materials and events targeted at prospective partners.

Media Relations

- Create and maintain strategic professional partnerships with key print and electronic media organizations, provide timely and factual information about ADEA's impact on education to

journalists and media houses, with a view to promoting the Association's reputation and image in the local, regional, continental and international community;

- Guide the Executive Secretary on protocols with Ministers and key partners at major events, and in the management of relations with the media at such occasions.

Publications

Manage the publishing, marketing and dissemination of major publications produced by ADEA, in particular those stemming from Triennales, annual high-level policy dialogue forums, and Ministerial conferences.

Candidate's Profile

The Senior Communication Officer will be employed for a period of one year, with a further renewal of one year depending on satisfactory performance and results.

The Senior Communication Officer is expected to possess the following qualifications and experience:

- Excellent communication, organizational and planning skills, and proven ability to provide strategic vision and leadership in communication in the organization;
- Diplomacy, extroversion, strong interpersonal skills and ability to effectively manage relationships with media representatives, government officials and vital partners;
- Demonstrated ability to conceptualize, plan and execute innovative and pragmatic ideas in projecting the image of the organization;
- Proven rigor in publishing high quality documents; and resourcefulness in delivering information and knowledge products to stakeholders in a timely manner and through appropriate media;
- Ability to synthesize complex messages and confidently articulate them in a concise, comprehensive and intelligible way for the target audience;
- Excellent writing and editing skills in French and English; and considerable experience managing the production of newsletters and other publications;
- A minimum of a Master's degree in Communication, Journalism, Marketing, Social Sciences or related fields; and a minimum of 4 years of professional experience working in an international organization, NGO or a reputable private sector organization;
- Strong knowledge and understanding of current trends in digital and social media, including internet navigation, various office applications, and competence in the use of standard Microsoft applications such as Word, Excel, PowerPoint, etc.



Submission of applications

*Applications must be sent to adea-applications@afdb.org no later than Friday, June 18th, 2021 at midnight (12:00 am) GMT. The subject of the e-mail should be “**Senior Communication Officer**”.*

Due to the high volume of applications, only selected candidates will be contacted through a formal correspondence via e-mail. Please do not contact ADEA or staff members to enquire about the status of your application.

The consultant will be employed for a period of 12 months. Renewal of contract will depend on satisfactory performance and results.

Duty Station: Abidjan, Côte d’Ivoire