



ECOWAS COMMISSION  
COMMISSION DE LA CEDEAO  
COMISSÃO DA CEDEAO

CENTRE DE GESTION DES RESSOURCES EN EAU (CGRE)  
WATER RESOURCES MANAGEMENT CENTER (WRMC)  
CENTRO DE GESTÃO DOS RECURSOS HIDRICOS (CGRH)



**TERMS OF REFERENCE (TOR) FOR THE RECRUITMENT OF A COMMUNICATION SPECIALIST (SCOM) FOR  
THE SPECIAL PROGRAM: "IMPROVING ACCESS TO DRINKING WATER FOR VULNERABLE POPULATIONS IN  
ECOWAS MEMBER STATES."**

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**I. Program Background**

**Water Resources Management Center (WRMC)** is the specialized agency responsible for water resource management within the Economic Community of West African States (ECOWAS). In the context of resilience to the effects of climate change and violent extremism affecting part of the community's population, ECOWAS, through WRMC, aims to improve access to drinking water in targeted beneficiary areas across the West African states.

To achieve this goal, WRMC has launched a Special Program: "**Improving Access to Drinking Water**," spanning three (03) years (2024-2026). As a key intervention, the program focuses on the development of resilient infrastructure through a Special Project to provide access to drinking water for vulnerable populations in ECOWAS member states. This special project follows a pilot phase implemented in 2022, which established three (03) Autonomous Water Stations in the Mayahi Prefecture, Maradi Region, Republic of Niger.

At the regional level, the overall project aligns with ECOWAS Vision 2050, particularly Pillar 04: "Inclusive and Sustainable Transformation and Development" by enhancing access to basic services (water, sanitation, etc.) for sustainable development. It also contributes to the implementation of Strategic Axes 02 and 03 of the West Africa Water Resources Policy (PREAO), which aims to promote investment, cooperation, and regional integration in the water sector. This project directly supports the achievement of Sustainable Development Goals (SDG) 6 and indirectly contributes to SDG targets 2 and 3 through the development of socio-economic and environmental services related to access to drinking water.

These Terms of Reference (TOR) seek to recruit a **Communication Specialist** to carry out essential communication activities related to the special project and enhance the visibility of WRMC's activities for the year 2025.

## II. Position description : Communication Specialist (SCOM)

### 1. Position and Responsibilities

It is a Consultant position at the **Water Resources Management Center (WRMC)** (the workplace is to be determined). The consultant will be responsible for all communication and visibility activities related to the Special Project and WRMC's initiatives for the year 2025, in accordance with the best practices in the field. The Communication Specialist will work closely with the existing staff, under the supervision of the Director of WRMC or the designated representative.

Additionally, the consultant will collaborate with the ECOWAS Commission's Communication Directorate to ensure coherence between WRMC communication activities and ECOWAS Corporate Design and communication methodologies.

### 2. Objectives

Limited access to drinking water exposes communities to public health issues. To highlight the impact of WRMC interventions, it is crucial to raise awareness among local communities and promote the achievements of the Special Project through effective communication.

The role of communication is expected to be strategic in the project's success by:

- raising awareness among communities about the importance of the installed infrastructure.
- strengthening the visibility of interventions among donors and partners.
- facilitating expectation management and feedback from communities.
- promoting WRMC's activities, particularly through enhanced online visibility.

- ✓ **The overall objective** is to implement an effective communication strategy to promote the activities and outcomes of the Special Project and, by extension, WRMC's broader initiatives.

- ✓ **Specific Objectives**

The Communication Specialist will be responsible for:

- developing a communication strategy aligned with the project's objectives.
- creating a community awareness strategy on the importance of sustainable water management.
- producing and distributing communication materials tailored to different target audiences.
- ensuring or overseeing regular media coverage of project activities.
- enhancing CGRE's online presence and visibility.

### 3. Expected Outcomes

Upon completion of the mission, the following outcomes are expected:

- a diagnostic report on the communication needs of the Special Project and WRMC.

- a communication strategy and action plan are developed.
- communication materials (brochures, posters, videos, etc.) are produced.
- awareness campaigns for target communities are organized.
- strong relationships with local media are established.
- communication activities on the Special Project are well documented.
- WRMC online visibility is strengthened.
- the management of WRMC website is well handled.

#### **4. Expeted deliverables**

The Communication Specialist must produce the following documents:

- a report on the communication needs assessment for the Special Project and WRMC.
- the 2025 communication action plan.
- Development of communication materials for the project.
- periodic reports on communication activities carried out.
- any other document related to the development of the project's communication strategy.

#### **5. Location, Duration and calendar of the mission**

La mission du Spécialiste en communication (SCOM) s'effectuera au Centre de Gestion des Ressources en Eau (CGRE), (workplace to be determined). La durée de la mission est de six (06) mois, renouvelable. Le renouvellement se fera sur la base des performances réalisées et après évaluation. Le début de la mission est prévu pour le mois de mars 2025.

The Communication Specialist (SCOM) will be based at the Water Resources Management Center (WRMC) in Ouagadougou, Burkina Faso. The contract duration is six (06) months, renewable based on performance evaluation. The assignment is expected to start in March 2025.

### **III. Qualifications and Requirements**

Minimum Qualifications :

- **Education** : Bachelor's degree (Bac +3) in Communication, Public Relations, Information and Communication Technologies (ICT), Computer Science, Social Sciences, or an equivalent field.
- **Experience**: At least three (3) years of general experience in information and communication technologies or a related field.
- **Required Skills**:
  - ✓ knowledge of communication techniques.
  - ✓ skills in graphic design and digital tools.
  - ✓ proficiency in digital tools and social media communication.

- ✓ excellent writing and presentation skills.
- ✓ strong command of Microsoft Office Suite (Word, Excel, PowerPoint, etc.).
- ✓ proficiency in French and English.
- ✓ ability to work effectively in a team and under pressure.
- ✓ high integrity and attention to detail in handling assignments.

#### IV. Selection Method and Criteria

The consultant will be selected according to the Individual Consultant Selection Method defined in the ECOWAS Procurement Code (September 2021 version).

The interested candidate must provide proof of the minimum qualifications required for the needs of the project, in particular:

Criteria	Points
Bachelor's degree (Bac +3) in relevant fields: Bachelor's degree in communications, public relations, information and communications technology, IT, social sciences or equivalent.	20
Minimum 3 years of experience in ICT or communication	15
Specific experience of at least three (03) years demonstrating the following skills: <ul style="list-style-type: none"> <li>- knowledge of communication techniques</li> <li>- skills in graphic design and digital tools</li> <li>- mastery of digital tools and social media for communication;</li> <li>- ability to write and present communication tools;</li> <li>- a good command of the usual IT tools (Word; Excel; Powerpoint; etc.);</li> </ul> (This experience will be assessed overall for 10 points per year of experience, with a maximum of 50 points).	50
Experience within an ECOWAS organization	5
Minimum B2 proficiency in French and English	10
<b>Total points</b>	<b>100</b>

**NB:** A minimum score of **70/100** is required for pre-selection. The top-scoring candidates will be interviewed for the final selection.

## **V. General Conditions for the Position**

### **1- Eligibility**

The ECOWAS Commission, through Water Resources Management Centre (WRMC), hereby invites individuals to express their interest in providing the required services by providing information on their suitability for carrying out the assigned tasks in accordance with the qualification criteria described above in the ToR.

\*The attention of the interested party is drawn to the ECOWAS policy on conflicts of interest.

### **2- Application Process**

Interested individuals should submit their application, including:

- a signed cover letter indicating availability.
- an updated and signed CV detailing relevant experience.
- professional references (names, positions, email, phone numbers).
- certified copy of the relevant degree.
- copies of work certificates from past experiences.

### **3- Submission and request for additional information**

Applications must be submitted via email to **wrmc\_cgre@ecowas.int**, by postal mail to 11 BP 1437 Ouaga 11, Burkina Faso, or in person at CGRE, ECOWAS House, Ouaga 2000; 2000 Phone: +226 50351135 with the reference in the subject line: **"Communication Specialist - Special Project"**.

### **4- Submission Deadline**

The deadline for receipt of applications is **March 17, 2025 at 4 pm GMT**.

For additional inquiries, please refer to the above contact details.