



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

TERMS OF REFERENCE FOR THE RECRUITMENT OF AN ADVOCACY AND COMMUNICATIONS OFFICER TO SUPPORT THE IMPLEMENTATION OF THE ECOWAS INTEGRATED HUMAN CAPITAL DEVELOPMENT (HCD) STRATEGY

FUNDING: BILL AND MELINDA GATE FOUNDATION (BMGF)

April 2025

I. BACKGROUND

The Economic Community of West African States (ECOWAS) is a Regional Economic Community (REC) of fifteen (15) Member States. It was established in 1975 to promote co-operation and integration, leading to the establishment of an economic union in West Africa in order to raise the living standards of its peoples, and to maintain and enhance economic stability, foster relations-among Member States and contribute to the progress and development of the African continent.

The long-term development of the Community is guided by the ECOWAS Vision 2050 which was adopted by the Authority of Heads of State and Government in December 2021. The Vision aims to achieve "a fully integrated Community of peoples, living in a peaceful and prosperous region, with strong institutions and respect for fundamental rights and freedoms, striving for inclusive and sustainable development".

To this end, ECOWAS has adopted an Integrated Regional Strategy for Human Capital Development (HCD). Under the aegis of the Vice Presidency, this strategy, which aims at making the ECOWAS region the best Regional Economic Community in terms of human capital development in the next ten (10) years, is harmonized with other programmes and projects of major importance.

The Strategy focuses on the following three (3) thematic areas:

- (i) Health and Nutrition,
- (ii) Education, Skills and Labour participation
- (iii) Entrepreneurship, Financial Inclusion and Digital Payments.

Under the Integrated Strategy for Human Capital Development across the West African region, four strategic objectives are mutually reinforcing:

1. Ensure that a clear agenda is set to significantly improve performance in the priority thematic areas;
2. Seek a creative balance between physical and human capital by improving public spending on human capital development projects;
3. Stimulate real economic growth and reduce poverty rates by prioritizing human capital development efforts; and
4. Improve resource mobilization in priority thematic areas.

Through the implementation of various activities to achieve the above-mentioned objectives, there is recognition of the need to mainstream effective communication to increase common understanding of activities among partners, as well as increase visibility on activities and results among the community citizens, and all key stakeholders.

As per the HCD 2025 workplan and budget, the Economic Community of West African States (ECOWAS) intends to recruit an Advocacy and Communications Officer to support the implementation of ECOWAS Human Capital Strategy and to perform the functions below.

The duty station is Abuja, Nigeria, with full-time work for an assignment of a duration of one (1) year, renewable based on performance and corresponding to the duration of the project.

II. ROLES AND RESPONSIBILITIES

In collaboration with the Office of the Vice President, Communications Directorate of the ECOWAS Commission, as well as relevant Communication Units of ECOWAS Commission's development partners, the HCD advocacy and communications officer shall provide expertise and guidance for the implementation of a communication strategy and action plan for the Human Capital Development Strategy, to enhance advocacy and visibility among stakeholders and the populations of the ECOWAS region.

- Support development and implementation of communications and advocacy strategy for HCD secretariat on the HCD strategy and progress against indicators.
- Proactively engage with ECOWAS HCD Secretariat and HCD focal points in Member States to assess critical strategic communications challenges and expectations.
- Work closely with Resource Mobilisation Manager to map stakeholders to engage with ECOWAS HCD strategy.
- Work with ECOWAS HCD secretariat to prepare communication and advocacy materials, identify platforms and mechanisms for dissemination and key target groups for an effective reach.
- Support ECOWAS HCD secretariat (working with data management colleagues) to utilise data emerging from the HCD dashboard to demonstrate progress against HCD indicators for advocacy
- Ensure ECOWAS HCD strategy is well represented, and progress is effectively communicated on external platforms and challenges, with ECOWAS HCD Secretariat and Member States showcasing the work, leading and taking part in discussions.
- Build ECOWAS HCD secretariat capacity to effectively communicate the HCD strategy and improve visibility.

- Undertake other communications and advocacy activities as required by HCD secretariat.
- Develop a robust and targeted thought leadership and policy influencing agenda.

Full information on the HCD Strategy and its current status would be provided as part of the inception phase of the assignment.

III. EXPERTISE REQUIRED

The requirements for the individual consultancy are as follows:

- Master's degree in Communication, Social Sciences or related fields;
- Must have a minimum of 7 years of professional experience in Communications
- Must have a minimum of 5 years communication expertise in at least one of the subject areas identified in the strategic objectives of the Human Capital Development Strategy
- Must have extensive experience in developing communication and promotion tools.
- Must have demonstrable experience of working with multiple partners to develop communication products.
- Must have experience in developing high quality communication tools and products in the ECOWAS sub-region.
- Strong interpersonal skills, and ability to liaise with diverse stakeholders effectively.
- Strong sense of ethics, discretion and perseverance.
- Experience of designing metrics of monitoring and evaluation of communications activity.
- Ability to use digital tools, graphics, and tables to effectively present numerical data and to write semi-complex technical reports/proposals and letters.
- Ability to convey information clearly, in a succinct and organized manner both orally and in writing.
- Experience working with donor funded projects, donor liaison and management.
- Fluency in oral and written expressions in one (1) of the ECOWAS official languages (English, French and Portuguese). Additional knowledge of another official language will be an added advantage.

IV. SUBMISSIONS

The required submission package for this Expression of Interest (EOI) includes:

- a signed letter of expression of interest, including the availability date,
- a recent signed CV, detailing professional experience and similar missions,
- Three professional references (full name, current and previous positions, telephone and email),

- a certified copy of the highest diploma,
- copies of certificates of employment or service provision, as they appear in the CV .

V. TECHNICAL EVALUATION CRITERIA

| TECHNICAL EVALUATION DETAILS | | |
|------------------------------|--|------------|
| CONSULTANT | Master's degree in Communication, Social Sciences or related fields; | 15 |
| | Minimum of 7 years of professional experience in Communications, and the development of communication products. | 20 |
| | Minimum of 5 years communication expertise in at least one of the subject areas identified in the strategic objectives of Human Capital Development Strategy and one (1) of the relevant thematic areas; | 30 |
| | Experience working with donor funded projects, donor liaison and management. | 10 |
| | Demonstrable experience of working with multiple partners to develop communication products. | 10 |
| | Experience in developing high quality communication tools and products in the ECOWAS sub-region. | 5 |
| | Fluent (reading, writing, speaking) in one of the ECOWAS Official Languages (English, French or Portuguese) Practical knowledge (reading, writing, speaking) of any other of the ECOWAS Official language (English, Portuguese or French) would be an advantage | 10 |
| TOTAL | | 100 |