



**ECONOMIC COMMUNITY OF WEST AFRICAN STATES (ECOWAS)**

**DIRECTORATE OF AGRICULTURE AND RURAL DEVELOPMENT**

**REQUEST FOR EXPRESSIONS OF INTEREST N° 04/CEDEAO/DARD/2025**

**CONSULTING SERVICES KNOWLEDGE MANAGEMENT AND COMMUNICATION EXPERT -  
INDIVIDUAL CONSULTANT**

**Publication period: July 7 to 27, 2025**

**Regional Resilient Rice Value Chains Development Project in West Africa (REWARD) –  
ECOWAS regional operation (REWARD ECOWAS)**

**Financing agreement reference: 2100155043842**

**Project identification no.: P-Z1-AA0-163**

**Location: Abuja, Nigeria**

In West Africa, the consumption of high-quality rice outstrips local supply resulting in continued importation of milled rice from Asia to meet demands. Increasing population growth, urbanization and changing consumer preferences have further widened the gap in supply, and no country in West Africa has been able to achieve rice self-sufficiency despite having the right agro-climatic conditions and water availability to meet regional demand. The region is one of the vulnerable regions globally, grappling with significant challenges stemming from its climate, demographic trends, institutional frameworks, economic conditions, environmental issues, and subsistence methods. With a population exceeding 360 million, over 55% of West Africans reside in rural areas, relying heavily on natural resources for their socio-economic development. In response to this, the Economic

Community of West African States (ECOWAS) has made strong commitments to transforming agriculture and enhancing food security and resilience.

In 2014, the authorities of the ECOWAS Commission adopted the 'Rice Offensive', a strategic framework to engender a sustainable and sustained revival of rice cultivation in West Africa and to provide support for the National Rice Development Strategies of Member States towards achieving rice self-sufficiency by 2025. To accelerate the implementation of the Rice Offensive, a Regional Rice Action Plan was developed in 2020 to ensure that the region meets the goal. To achieve this, ECOWAS has aligned with several development partners including the Bill & Melinda Gates Foundation, GIZ, the African Development Bank, the Islamic Development Bank, FCDO, AGRA, JICA/CARD, World Bank, and others. Together, a regional "ECOWAS Rice Observatory" (ERO) was jointly established as multi-stakeholder platform. ERO, housed at the ECOWAS Commission in Abuja, Nigeria, coordinates rice sector-related programs, public/private investments, and policy recommendations for key decision-makers. At the same time, national rice platforms are being established, comprised primarily of private sector stakeholders across the value chain, in addition to representation from research, government, and civil society to coordinate country-specific investments and policies.

More recently, with the Rice Offensive and Regional Action Plan (2020 - 2025) nearing its terms, the ECOWAS Commission has developed a Regional Rice Roadmap (2025 - 2035) with the support of its partners. It is an extension of the Rice Offensive and a unified framework to guide investments and targeted interventions in the development of the rice sector in West Africa for the next ten (10) years to achieve rice self-sufficiency.

In response to these challenges, the Economic Community of West African States (ECOWAS) has made strong commitments to transforming agriculture and enhancing food security resilience. To address these priorities, ECOWAS has secured funding from the African Development Bank to implement the Rice Resilient Value Chains Development Project (REWARD) in West Africa.

## I. Consultant profile :

Candidates for this post should have the following qualifications:

- ❖ BSc in any of the following fields: Mass Communication, Public Relations, Economic, International Development, or other relevant Social Sciences or relevant fields.
- ❖ Additional qualifications or 10 years' professional work experience is an added advantage.
- ❖ At least 8 years' experience working within the West Africa rice value chain is highly recommended for this position.
- ❖ A minimum of 10 years of professional experience with regional and international organizations
- ❖ Proven experience in developing and implementing communication strategies, content, and tools tailored to diverse audiences.
- ❖ Working knowledge of the ECOWAS member states, including its media landscape and communication dynamics.
- ❖ Proven experience in program coordination and event organization, including conferences and stakeholder events. (hybrid)
- ❖ Excellent communication and presentation skills, both oral and written English and /or French. Knowledge of a third other ECOWAS official language will be an added advantage.

## II. Method of Selection

The selection process will take place in two phases:

- CV screening and analysis: at the end of this phase, candidates will be ranked in order of merit based on the scores obtained in the CV evaluation.
- Interview phase: shortlisted candidates will be interviewed individually by a panel. The best candidate at the end of the interview will be recommended for contract negotiations.

### **Important Notes to applicants:**

Only Shortlisted Candidates will be contacted for interviews.

The eligibility criteria, short-listing and selection procedure will be in accordance with the *African Development Bank's "Rules and Procedures for the Use of Consultants"* of 14 October 2015, available on the Bank's website at <http://www.afdb.org>.

A Consultant will be selected in accordance with the recruitment of individual consultant (IC) method set out in the Procurement Policy and the procurement plan for the activities.

Interested consultants may obtain further information from the address below during office hours from 8:00 to 17:00 (Monday to Friday).

Expressions of interest must be sent to the addresses below no later than **July 27, 2025 at 00h00 (GMT)** and mention "*Expressions of interest for the recruitment of a Knowledge Management and Communication Expert*".

To the REWARD - Regional Project/ Directorate of Agriculture and Rural Development  
ECOWAS Commission,

101 Yakubu Gowon Crescent, Asokoro, Abuja, 900103, P.M.B 401,  
Federal Capital Territory, Federal Republic of Nigeria

Email: [atraore@ecowas.int](mailto:atraore@ecowas.int) and [cedeo.phasao.ugp@gmail.com](mailto:cedeo.phasao.ugp@gmail.com); [procurement@ecowas.int](mailto:procurement@ecowas.int)  
with copy to, [badebowale@ecowas.int](mailto:badebowale@ecowas.int) ; Coordinator of the Project, [sbangoura@ecowas.int](mailto:sbangoura@ecowas.int),  
Director of Administration and General Services, [ikkamara@ecowas.int](mailto:ikkamara@ecowas.int), Head of  
Procurement Division.