

COMISSÃO DA CEDEAO

COMMISSION DE LA CEDEAO

Agence Régionale pour l'Agriculture et l'Alimentation

ARAA



ECOWAS COMMISSION

Regional Agency for Agriculture and Food

RAAF

Call for applications

For the recruitment of a short-term Consultant Assistant Communication and Media for PACBAO project.

Reference : ARAA/PACBAO/2022/SCI/22

Date of Publication : 13 July 2022

Deadline for Submission : 03 August 2022

1- Background and justification

Adopted in January 2005, ECOWAP is the ECOWAS agricultural policy. This regional policy is a major reference in the implementation of the agricultural component of NEPAD in West Africa, ECOWAP/CAADP. It is the basis for the massive transformation of West African agriculture by 2025, in particular because of the predominant role of women in production and agroforestry and fisheries value chains, and the challenges related to youth employment in a context of unemployment and illegal emigration.

The creation of the RAAF by ECOWAS through Regulation C/REG.1/08/11 in 2011 and then its launch in September 2013 in Lomé, Togo is part of the operationalization of the regional agricultural policy. The RAAF is a specialized technical structure, delegated to manage ECOWAP projects and programs.

The mission of the RAAF is to contribute to the implementation of the regional agricultural policy whose vision is based on a modern and sustainable agriculture, founded on the effectiveness and efficiency of family farms and the promotion of agricultural enterprises with the involvement of the private sector.

The mandate of this specialized agency is to "ensure the technical implementation of regional programs and investment plans contributing to the operationalization of regional agricultural policy by relying on regional institutions, organizations and actors with proven expertise. It acts as a specialized technical structure, delegated project manager for ECOWAP/CAADP projects and programs.

To this end, the RAAF coordinates the implementation of several regional projects on various themes contributing to the implementation of the regional agricultural policy, ECOWAP. In addition, with the financial support of some of its financial partners, the RAAF directly finances, through calls for proposals, innovative projects in the field that are carried out by the public and private sectors, NGOs and farmers' associations/organizations in the region.

The RAAF has achieved many results and gains on the ground in the execution of its mandate with a growing need for communication and visibility.

In order to strengthen communications and visibility of activities and achievements in the field, RAAF is seeking applications for its headquarters in Lomé, Togo, for the recruitment of a short-term consultant - communications and media assistant

2- Mission and tasks

Under the authority of the Executive Director and the supervision of the RAAF Communications Officer, the selected candidate will be responsible for supporting the communication of project

activities and achievements, the production and dissemination of articles and press releases, newsletters, video spots as well as the effective use and management of social networks.

Specifically, he/she will be responsible for the execution of the following activities

- Contribute to the production of communication materials and content (leaflets/flyers, newsletters, kakemonos, posters, visuals, etc.),
- Write press releases, analyses, blogs, stories/testimonies,
- Proactively identify, meet, establish and cultivate relationships with key media outlets, maintaining up-to-date contacts and databases, and ensuring the availability of necessary media information,
- Contribute to the organization and coverage/visibility of the Agency's activities,
- Designing multimedia and computer graphics tools (Photoshop, iMovie, etc.) desired,
- Contribute to the implementation of internal and external communication activities,
- Design and implement an information management and archiving system,
- Prepare periodic activity reports on time,
- Carry out any task assigned to him or her by his or her superior.

3- Qualifications / Expériences

At least a four-year degree, preferably in information and communication sciences, in journalism,

At least three year-experience in a similar position,

In-depth knowledge of digital communication strategies and tools (social networks, web platforms),

Ability to synthesize and reconstitute,

Master the use of digital cameras for photos and videos,

Proven ability to work in a team environment in a multicultural setting,

Excellent communication skills, and excellent writing and speaking skills in French and/or English (fluency in both languages is a strong asset),

Knowledge of the ECOWAS institutional environment and regional agricultural policy is an asset.

4- Skills

A good knowledge and proven expertise of new forms of communication/marketing/social networks, web platforms,

Good relationships with specialized communication agencies and the media,

Good communication and teamwork skills,

A very good command of computer tools,

Fluency in one of the three working languages of ECOWAS (English, French, Portuguese) is required. Good linguistic knowledge (written and oral) of a second working language of the Commission is an asset,

Knowledge of the ECOWAS institutional environment and regional agricultural policy is an asset.

5- Conditions of application and employment

- Enjoy their civil rights and be of good character,
- The place of assignment is Lomé (Togo) at the Regional Agency for Agriculture and Food, with possible travel to other ECOWAS member states.

6- Duration of mission

The mission is planned for an initial duration of six (06) months renewable depending on performance and availability of resources.

7- Application Form

Applicants should submit their complete application consisting of the following documents:

- A letter of motivation,
- A detailed Curriculum Vitae,
- A copy of the highest degree.

NB : Any incomplete file will not be admissible.

8- Submission of applications

Applications are received at the latest on **03rd august 2022, at 17H 00 GMT**, by email at the following addresses: recrutements.consultants@araa.org with a subject « PACBAO-SCI22-Média »

9- Method of selection

Consultants will be selected according to selection method based on qualification as defined method as defined in the ECOWAS Public Procurement Code. An interview may be organized with shortlisted candidates. Only shortlisted candidates will be contacted.

RAAF reserves the right not to proceed with this call for applications.

The Executive Director



SALIFOU Ousseini

