



AFRICAN DEVELOPMENT BANK GROUP  
GROUPE DE LA BANQUE AFRICAINE  
DE DEVELOPPEMENT

## **AFRICAN DEVELOPMENT BANK**

### **REQUEST FOR EXPRESSIONS OF INTEREST FOR THE RECRUITMENT OF AN EXECUTIVE COMMUNICATION EXPERT**

**AVENUE JEAN-PAUL II IMMEUBLE CCIA 01 B.P 1387  
ABIDJAN 01 CÔTE D'IVOIRE**

**Assignment Title: Executive Communication Expert (individual consultant)**

**Brief Description of the Assignment:** The consultant will be in charge of designing and implementing communications and media outreach plans for the Communication and External Relations Department in addition to editorial assignments.

**Department issuing the request:** Editorial, Media Relations and social media (PCER1)

**Place of assignment:** Abidjan, Côte d'Ivoire, or remote working

**Duration of the assignment:** 12 months

**Tentative date of commencement:** 01 May 2025

**Deadline for applications:** 7 April 2025

**How to submit applications:** [Online](#)

**Questions and requests for clarification may be sent to:** [w.konan@afdb.org](mailto:w.konan@afdb.org)

## TERMS OF REFERENCE

### **Executive Communication Expert (individual consultant)**

#### **Background**

The African Development Bank (“the Bank”) is a premier multilateral development finance institution. Its mission is to contribute to the economic development and social progress of its regional members, mobilize resources for the financing of development projects and promote economic integration on the continent. The Bank has 54 African member countries and 27 nonregional member countries. It has established cooperation ties with an extensive network of international development partners and enjoys a very good reputation on the capital markets.

Since its inception in 1964, the Bank Group has supported over 6,600 projects across the continent and in the past 10 years alone it has invested \$77 billion across 3,000 projects to become Africa’s most trusted development partner. Over the last 10 years, it has grown in size and impact and modernized its operations to improve efficiency and value for money. This has put it at the centre of Africa’s economic transformation.

The Communication and External Relations Department (PCER) is seeking to recruit an Executive Communication Expert (individual consultant) to help the Department provide high-level editorial and media relations services to the Bank’s Senior Management.

#### **Scope of work**

The responsibilities of the Executive Communication Expert (Consultant) will include—but are not limited to—the following:

##### **1- Executive writing**

- Provide editorial coverage of high-level events involving the Bank’s President: press releases, social media posts, web stories...
- Write genuine content to be by-lined by the President: opinion pieces, articles, feature stories, social media posts...
- Draft and edit content including key messages, speeches, talking points, blogs, opinion, articles, news releases statements, feature articles to be used by the President or other Senior Management representatives for social media, digital and traditional media platforms etc.
- Assist or replace the President’s official speechwriter when the latter is on leave.

##### **2- Editorial support**

- When not on mission or on assignment for the president, provide support to the editorial team by writing genuine content on key initiatives or editing such content.
- Serve as PCER focal point for the Complex of the Chief Economist.

### **3- Executive mission support**

- Coordinate, with the concerned regional communication officers, all communication collaterals for the president's missions and events (media interviews, slideshow management, multimedia coverage...)

### **4- Media relations**

- Prepare, in coordination with PCER media relations colleagues, interview request forms for the President's media engagement and, in coordination with sector and subject matter experts, prepare interview briefs addressing the questions identified in the interview request forms.
- Keep track of all the President's media engagement opportunities and interact with Cabinet for follow-up and timely implementation.
- In collaboration with regional communication officers, support the President, Vice-Presidents, Directors General, Directors, Country Managers, and Task Managers with robust media relations and awareness, thereby enhancing the Bank's global visibility and reputation.
- Provide editorial support, including well-researched editorial content for online and external publications. This includes press releases, media advisories, feature stories, Q&As, project impact stories, talking points for spokespeople across the Bank, and other content for the Bank's website and media.
- In collaboration with other media relations colleagues, develop and maintain a strong network of African and global media for the Bank and ensure a steady flow of information and extensive media coverage of the Bank's activities.
- Oversee the development of media plans and dissemination of press releases, Q&As, media briefings, videos, and photos, as well as briefings and key messages on specific announcements, but also broader opportunities for joint messaging and risk management.
- Analyse media developments and advise the African Development Bank Group on how best to proactively engage with the media to achieve the Bank's objectives in the short, medium, and long term.
- Lead the collation and monitoring of media coverage to inform the Bank's communications and visibility activities and work with the Director of Communications and the PCER 1 Manager to manage sensitive situations where the reputation of the African Development Bank Group is at risk.
- Develop strategies to protect and enhance the Bank's reputation by shaping the media agenda through initiative-taking planning.

### **Reporting line**

The Executive Communication Expert (Consultant) will report to the Manager, Editorial, Media Relations and Social Media Division (PCER1).

### **Time frame and place of work**

The consultant is expected to commence the assignment on 1 May 2025. The assignment is for a period of twelve months.

The Consultant will perform his duties remotely.

## **Qualifications and Experience**

The assignment will be undertaken by an individual consultant who meets the following criteria:

- Minimum of a bachelor’s degree in journalism, communications, international relations, or a related field.
- National of an African Development Bank member country.
- At least 10 years of experience as a media relations expert, 5 of which should include professional experience developing and implementing communication strategies/plans to grow relationships with African and international media within an international organization.
- Knowledge of the news cycle and traditional and online media outlets.
- Experience pitching and placing op-eds.
- Some experience training experts for on-camera, radio and print interviews.
- Excellent ability to communicate in English, and a good working knowledge of French.
- Excellent interpersonal skills, working experience within multicultural teams and international organizations or companies, and knowledge of Africa and development issues.
- Ability to work in a fast-paced communication environment.
- A team player and self-starter with a can-do attitude.
- Robust knowledge of the social media landscape.
- Proficiency in standard software such as Word, Excel, PowerPoint, Outlook, as well as knowledge of modern communication tools and platforms.

## **Reporting line**

The Executive Communication Expert (Consultant) will report to the Manager, Editorial, Social media and Media Relations Division (PCER1).

## **Duration of the assignment and place of work**

The duration of the assignment will be twelve (12) months, renewable for the same duration based on performance. The Consultant is expected to commence duties on 01 May 2025. Working hours will consist of eight (8) hours per day across a five-day work week.

The Consultant will work remotely, with the ability to attend high-level events and visit Bank HQs and regional offices, as needed.

The incumbent might work beyond regular working hours in case of emergencies, high workload or key Bank events. The incumbent will be entitled to two leave days per month.

## **Establishment of the shortlist**

A shortlist will be established at the end of the stipulated period of request for expressions of interest. Consultants on the shortlist will be assessed based on the following criteria:

Qualifications relevant to the assignment	20%
Very strong exposure to global media, with a proven ability to pitch to top-tier journalists and news outlets	30%

Experience in writing and editing for both traditional and digital media platforms	20%
Experience working with global thought leaders and with international institutions such as the African Development Bank	15%
Knowledge of Africa and its development challenges	10%
Language proficiency (fluent English, with working knowledge of French)	5%
<b>Total</b>	<b>100%</b>

The three first candidates will go through a written test, which will account for 50% of the final note.

To express your interest, please submit your cover letter, an updated CV and samples of previous successful media relations achievements. Please use this template for naming your files:

- [Your-Last-Name]\_[Your-First-Name]\_CV
- [Your-Last-Name]\_[Your-First-Name]\_Cover-Letter
- [Your-Last-Name]\_[Your-First-Name]\_Samples

To facilitate the assessment process, please attach an updated curriculum vitae on the basis of the template below. This does not prevent you from submitting another version of your CV in the format / layout of your choice, accompanied by a strong cover letter

### MODEL CURRICULUM VITAE (CV)

Surname:

First Name:

Birth Date:

Nationality:

Address:

Country:

Telephone:

E-mail:

<b>Are any of your family members (spouse/partner, father/mother, Brother/sister, Son/daughter, etc.) employed at the African Development Bank?</b>			Yes <input type="checkbox"/> No <input type="checkbox"/> <b>If "Yes", the following data must be provided</b>
<b>Name</b>	<b>Relationship</b>	<b>Organisational Unit</b>	<b>Place of Assignment</b>
<b>Language Level</b>	<b>Read</b>	<b>Written</b>	<b>Spoken</b>
English	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
Français	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent

Other (specify)	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	
<b>Education (University Level and Above Only)</b>				
<b>University Name, City, Country</b>	<b>Period</b>		<b>Obtained degree</b>	<b>Main Topic / Major</b>
	<b>From</b>	<b>To</b>		
<b>Professional Training</b>				
<b>Training Institution Name, City, Country</b>	<b>Type of Training</b>	<b>Period (MM/YY)</b>		<b>Obtained Certificate or Diploma</b>
		<b>From</b>	<b>To</b>	
<b>Professional Experience</b>				
<b>Employer's Name and City</b>	<b>Employer's Activity/Business Type</b>	<b>Period (MM/YY)</b>		<b>Title / Function</b>
		<b>From</b>	<b>To</b>	
<b>Brief description main accomplishments and responsibilities</b>				

**References:**

Please indicate the name and address of three persons with no family relationship to yourself, who are familiar with your character and the positions that you have held.

I hereby certify that the responses which I have provided above are all, to the best of my knowledge, true, complete and accurate. I acknowledge that an inaccurate statement or essential omission in a personal declaration or another document required by the African Development Bank might result in the rejection of my application, termination of my contract or any other administrative sanction by the Bank. The African Development Bank may verify any statement that I have made in this application.

Date: \_\_\_\_\_

*Signature:*