



**RECRUITMENT OF A COMMUNICATIONS AND ADVOCACY  
SPECIALIST.**

**TERMS OF REFERENCE**

**September 2020**

## INTRODUCTION:

The West African Health Organization (WAHO) is the health institution of the Economic Community of West African States (ECOWAS), with a mandate to ensure the attainment of the highest possible standard and protection of health of the people in the ECOWAS region. Communicable and noncommunicable diseases are the leading causes of morbidity and mortality in the region. Therefore, disease control and the prevention of epidemics are among the priorities of the 15 countries in the ECOWAS region and a major focus of WAHO's work.

The World Bank has provided grants to ECOWAS for WAHO to implement 3 projects:

- Regional Disease Surveillance Systems Enhancement project (REDISSE)
- Sahel Women's Empowerment and Demographic Dividend Regional Project (SWEDD)
- Sahel Malaria and Neglected Tropical Diseases Project (SM/NTD)

The objective of the Regional Disease Surveillance Systems Enhancement project (REDISSE) is to (i) address systemic weaknesses within the animal and human health systems that hinder effective cross-sectoral and cross border collaboration for disease surveillance and response; (ii) and to provide an immediate and effective response in the event of an eligible emergency. The project has five components, as follow: Surveillance and health information (Component 1); Laboratory capacity strengthening (Component 2); Emergency preparedness and response (Component 3); Human Resource Management for effective disease surveillance and outbreak preparedness (Component 4) ; and Institutional capacity strengthening, Project management, Coordination and Advocacy (Component 5).

The Objective of the Sahel Women's Empowerment and Demographic Dividend Regional Project (SWEDD) is to contribute to the broader goal of reducing vulnerability and improving economic opportunities in the Sahel Region by working across countries and in conjunction with national systems, programs and Projects. Specifically, the project development objective is to promote cross border benefits, regional goods and efficiencies in both demand and supply side interventions that contribute to accelerating the demographic dividend. The project has 4 components: 1) improve regional demand for RMNCHN services and increase empowerment for women and adolescents, 2) Strengthen regional capacity for availability of RMNCHN commodities and rural midwives, 3) support rural midwifery training institutions in target countries, strengthen their capacity to increase the quantity and quality of midwives, 4) foster political commitment and capacity for policy making and project implementation

The objective of the Sahel Malaria and Neglected Tropical Diseases Project (SM/NTD) is to increase access to and use of harmonized country-level services for the prevention and treatment of malaria and selected Neglected Tropical Diseases in targeted cross-borders areas in participating countries in the Sahel region. The project has 2 components: 1) Improve regional collaboration for stronger results across participating countries, 2) Strengthen institutional capacity to coordinate and monitor implementation

WAHO seeks to recruit a dynamic, qualified and experienced Communications and Advocacy Specialist who will market and promote outcomes of the projects and improve WAHO's visibility.

## **PURPOSE OF THE MISSION OF THE SM/NTD PROJECT COORDINATOR:**

The Communications and Advocacy Specialist is responsible for leading the implementation of a communication plan to monitor progress towards targets, evaluate and disseminate results of the project activities

## **MAIN TASKS AND RESPONSIBILITIES:**

The Communications and Advocacy Specialist will report to the Project Management Unit Coordinator and work in close collaboration with WAHO communication Officer and beneficiaries.

The incumbent will:

- Develop a strategic communication and advocacy plan relevant to the WAHO's vision and mission;
- Contribute to defining WAHO's vision and missions on communication and advocacy;
- Break down the strategic communication and advocacy framework into detailed annual plans;
- Elaborate communication plans budgets and get them validated;
- Identify key target groups and prepare appropriate communication and advocacy materials for an effective reach;
- Ensure the update and the monitoring of all the communication platforms (website, social media) for the three projects;
- Use relevant social media platforms in alignment with targeted groups for maximal WAHO and project visibility;
- Identify key regional media and organize engagement sessions to better relay WAHO's message; (including TV and radio program productions; production and distribution of press releases; publication of articles, interviews, in the newspapers; production of institutional TV documentaries)
- Build strong relationships with local and international media to improve WAHO's exposure and visibility;
- Build strong relationships with the Civil Society Organization (CSOs) to leverage on their advocacy skills with a pragmatic approach;
- Develop communication and budget monitoring tools and indicators to ensure strategic goals are achieved;
- Develop an internal communication platform for knowledge sharing;
- Create internal appropriate materials for knowledge sharing and updating;
- Develop cross departments learning, knowledge mapping and storytelling platform for knowledge sharing;
- Collaborate with regional partners on sharing of best practices;
- Undertake any other relevant duties assigned by management.

## **REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS:**

- Bachelor's Degree in Communication, Advertising, or related areas;
- Seven (7) years minimum experience in Communication, Advocacy, Advertising or Marketing in credible or accredited organizations;
- Excellent communication skills with demonstrated experience in advertising and media management;
- Strong social media knowledge and ability to advance WAHO's visibility on all relevant social platforms;
- Adept team player with the necessary leadership skills;

- Team leader with hands-on approach in designing and rolling out communication & advocacy plans at local, national and international levels;
- Strong networking ability among media leaders and Civil Society groups;
- Highly organized and results oriented with a positive attitude and good interpersonal skills;
- Demonstrated experience working in a multicultural environment and with senior level professionals, variety of partners and diverse stakeholder groups;
- Excellent written/verbal communication skills with the ability to adapt to technical information and language;
- Proficiency in English which is the working language of the WB is essential, and proficiency in another language of ECOWAS – French or Portuguese will be an advantage.

#### **DURATION, DUTY STATION AND NATURE OF APPOINTMENT:**

This is a WAHO consultant position supported by donor funds. The appointment is for **six (6) months subject to a one (1) month** probationary period and may be renewed according to availability of funds from the project and for a period not exceeding the end of the project. Attractive consolidated remuneration packages will be paid.

The Communications and Advocacy Specialist will be based at WAHO Headquarters in BoboDioulasso, BURKINA FASO, but will travel in the ECOWAS region as required.

The consultant will be selected in accordance with the procedures for the selection of individual consultants as set out in the World Bank's Guidelines: Selection and Employment of Consultants by the World Bank Borrowers (ed. January 2011, revised in July 2014) available on the World Bank web site <http://www.worldbank.org>