
YOUTH EMPOWERMENT PROJECT - YEP

TERMS OF REFERENCE COMMUNICATIONS CONSULTANT

Project Background

The Youth Empowerment Project (YEP), a four-year project launched in February 2017 with a budget of EUR 11 million aims to support the economic development of The Gambia and improve the livelihoods of its people. Specifically, the YEP will enhance the employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises and creating and improving employment opportunities in selected sectors through value addition and internationalization.

The project is implemented by International Trade Centre (ITC) as the lead implementing agency and under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the Ministry of Youth and Sports. The project is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa.

Background on YEP Communications Strategy

YEP Communication and Visibility Strategy aims to promote visibility amongst the general public, and therefore awareness of the project and the role of the donor and implementing agency. Promoting visibility and greater understanding of the project goals, activities and results amongst project stakeholders, principally state and non-state actors is essential to an efficient and effective implementation of the action. Furthermore, the plan facilitates communication and coordination among implementing partners as well as other actors including development partners.

ITC, as the project lead implementing agency, manages the overall project communication and visibility strategy. ITC is the intermediary for all communications between the implementing partners and the EU as well as with the media.

The role of the Communications Consultant

The national consultant will work under the direct supervision of the YEP Operations and Finance Officer, and under overall supervision of YEP Project Manager and in close cooperation with the whole project team. The Communications Consultant will undertake the following duties:

1) Proactively reaching out to potential YEP beneficiaries and media to inform about upcoming training opportunities

- Identify relevant media outlets and assist in mobilizing the media for specific project events, briefings;
- Develop, maintain and update mailing lists for different communication functions including newsletter, media advisory etc;
- Continuously and proactively reach out to returnee associations and other relevant partners to inform about YEP related to trainings and other forms of support and business opportunities;
- Customize messages to different publics (e.g. youth, media, and government).

2) Develop content for project communications

- Collect stories, photos and video footage from YEP partners and beneficiaries;
- Contribute inputs to broad-based awareness raising and sensitization campaigns for different communication channels including billboards, social media, etc;
- Support project team in the development of visual communication and learning materials including presentations powerpoints, leaflets, brochures etc;
- Attend project events, activities, trainings and create post, photos and videos on events* and post them in social media;
- Develop relevant content for the YEP blog and newsletter on the online portal;
- Contribute substantive inputs to various YEP-sponsored and facilitated radio programmes;
- Post on behalf of YEP in social media platforms regarding activities and events of the project. Ensure regular posts and adapt communication for the Gambian youth.
- Assist in the preparation of press releases;
- Translate stories and other news content in local languages;
- Format printed communication tools for project information and promotion (brochure, flyer etc.);
- Review banners, billboards, flyers and other promotional material to ensure adherence to YEP and EU visibility guidelines;
- Support capacity-building of project partners and beneficiaries including institutions and MSMEs in communication related matters.

* The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC.

S/he has further to ensure to obtain the accreditation to the event(s), as required. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC.

OUTPUTS AND TIMELINES

1. Proactively reaching out to potential YEP beneficiaries and media to inform about upcoming training opportunities

Mapping of relevant media partners	15 June
Update of YEP mailing lists	15 July
Three informative visits to returnees associations held	10 August

2. Provide content for YEP communications

Media for YEP Media Library centralized and structured	1 June
Stories from YEP beneficiaries collected	30 June
Relevant content for Facebook and Twitter audiences produced	10 August
YEP banners and brochure reviewed and printed, in agreement with YEP team	10 August

SKILLS

- Experience in communications management and content creation
- Knowledge and experience in youth and community mobilization and advocacy, also in rural settings
- Knowledge of and experience in social networking development, social media and e-marketing
- Experience in organising events
- Experience in working with international organisations
- Knowledge of micro and small enterprise promotion and entrepreneurship
- Experience in network and system administration and set up
- Strong organizational skills
- Good drafting skills
- Good photography and filming skills
- Good graphic design skills
- Excellent command of English
- Strong communication skills

EDUCATION

An undergraduate Degree (BA/BSc)

EXPERIENCE

Experience in journalism, communications management, social media management and/or community mobilization.

NUMBER OF YEARS OF EXPERIENCE REQUIRED

2 years

LANGUAGE

Fluent in English and Wolof. Knowledge of other Gambian local languages is a plus.

OTHER

A thorough knowledge of the Gambian landscape of youth organisations and institutions is desirable.