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## TERMS OF REFERENCE COMMUNICATIONS NATIONAL CONSULTANT

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### Project Background

The “Make it in The Gambia – Tekki Fii” is a multi-stakeholder initiative to improve economic development and future prospects for the young population of The Gambia, including returning and/or potential migrants. The initiative aims to create attractive employment and income opportunities, and supports the Government in its effort to nurture a perception shift from a ‘future through migration’ to a ‘future in The New Gambia’.

The “Make it in The Gambia – Tekki Fii” initiative, embraces various projects including the Youth Empowerment Project (YEP) which seeks to improve the employability and self-employment opportunities for youth, through vocational training and entrepreneurship and start-up support. YEP also enhances the competitiveness of micro, small and medium sized enterprises in selected sectors and supports value addition and trade. The project is implemented by International Trade Centre (ITC) in close collaboration with 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 Africa.

ITC as the overall coordinator of the “Tekki Fii” campaign is looking for a communication specialist to contribute to the development of communication content and materials and support the rollout of the campaign.

### The role of the Communications Consultant

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

#### 1) Reach out to potential 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 training opportunities and other forms of business development support;

- Customize messages to different publics (e.g. youth, media, and government);
- Engage with media to promote positive messages and success stories around the concept of Tekki Fii – Make it in The Gambia.

## 2) Develop content for project communications

- Collect stories, photos and video footage from project partners and beneficiaries;
- Translate stories and other news content in local languages;
- Develop relevant content for blogs and newsletters;
- Develop, update communication materials for project information and promotion (brochure, flyer etc.);
- Review banners, billboards, flyers and other promotional material from project partners and ensure compliance with visibility guidelines;
- Support project team in the development of visual communication and learning materials including presentations powerpoints, leaflets, brochures etc;
- Contribute inputs to broad-based awareness raising and sensitization campaigns for different communication channels including, radio programmes, billboards, social media, etc;
- Cover project events, activities, trainings and create post, photos and videos on events\* and post them in social media;
- Update social media platforms regarding activities and events of the project. Ensure regular posts and adapt communication to target audiences.
- Assist in the preparation of press releases;
- Support capacity-building of project partners and beneficiaries including institutions and micro-small and medium sized enterprises 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**

a	Development of strategy for media engagement	31 January
b	Mobilize media partners for events and activities	Ongoing
c	Update mailing lists	Ongoing
d	Three informative visits for returnees associations held	1 per month

### **2. Provide content for YEP communications**

a	Collection and production of multimedia (text, photo, video) stories of beneficiaries	Ongoing
b	Development of “Tekki Fii” communications package	31 January
c	Coverage of project activities and events in social media	Ongoing
d	Support communication efforts of project partners in keeping with campaign guidelines	Ongoing

## **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
- 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



This project is funded by  
the European Union

## **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. This is a full-time assignment that involves frequent travels and flexibility in working hours.