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| **AFRICAN UNION** | AU_Logo | **UNION AFRICAINE** |
|  | **UNIÃO AFRICANA** |
| Addis Ababa, Ethiopia P. O. Box 3243 Telephone: +251 11 551 7700 / Fax: +251 11 551 7844  **Web site: www. au.int** | | |

**TERMS OF REFERENCE:**

**Consultancy**

**Creative Communication & Advertising Expert within the Directorate of Information & Communication**

**Procuremnt Reference: AUC/DIC/C/001**

BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was established on 26 May 2001 in Addis Ababa and launched on 9 July 2002 in South Africa, replacing the Organisation of African Unity (OAU). The AU is charged with spearheading Africa’s rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a New Partnership worldwide. Its Headquarters is located in Addis Ababa, Ethiopia.

The vision of the African Union is that of **"An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena".** This vision of a new, forward-looking, dynamic and integrated Africa will only be realised through the involvement, commitment and full participation of African Citizens in the transformation of the continent. The involvement of African Citizens calls for the African Union to strive and live up to its ambition of being a ***People-centred Union*** through active communication and branding of the programmes of the African Union.

It’s in light of its ambition of being a people centred that the African Union Commission (AUC) is looking for an experienced and high knowledgeable professional to guide the development of core brand communication initiatives and messages that will help elevate the AU brand and position the AUC as the Pan-African organisation working to achieve Africa’s ambitions for integrated and sustainable development and transforming the continent to become a major player in the Global Arena as envisaged in Agenda 2063

We are looking for an experienced professional with experience in the advertising and design industry to provide the support and ideas to launch new impressive projects that will help build the visibility of the African Union brand. You will support development of communication plans and devise the concepts and creative material supporting key projects and will monitor their progress. You will be able to implement your creative vision and become the point of reference for creative plans as assigned.

**Objective**

The Expert should be a citizen of a Member State of the African Union and be available to commence services by May 2020. Female applicants are highly encouraged to apply.

**1) Purpose & Scope of the Assignment**

To provide consultative services as relates to the development of communication to support building the AU brand which includes development of creative concepts and messages and the design of communication to be executed across various communication channels including digital platforms with a focus on:

* Lead development of Agenda 2063 Communication (material to support domestication efforts and other awareness initiatives)
* Women Gender and Development activities (roll out of New AU Gender Communication strategy and other gender related programmes)
* Enhancing visibility for AU’s youth and diaspora engagement
* Supporting development of Audio-visual and print content profiling activities of AU organs
* Leading development of a Brand Africa campaign
* Support the development and execution of AU Digital media strategy

The ideal candidate should have strong background in creative concept design and development, brand communication strategy, copywriting, art direction, and advertising production. Candidate will have a minimum of 6 years preferably in the Creative department of reputable creative services / advertising agencies and must have experience managing teams.

The candidate should have a good understanding of the organisation, its mandates, and structure; and must also display a good understanding and appreciation of Africa’s Development agenda.

**SCOPE OF THE ASSIGNMENT:**

Under the direct supervision of the Director of the Directorate of Information and Communication, the Creative Communication & Advertising Expert will be responsible for conceiving and implementing concepts, guidelines and strategies in various creative projects and overseeing them to completion including:

* Work with DIC communications team and contracted service providers to lead the conceptualisation and development of creative concepts for various key initiatives including:
  + Agenda 2063 Audio visual, digital and print content
  + Thematic concepts and content for broadcast, outdoor, print and digital platforms
* Work with other communication team members to advise in the development of plans and supporting communication to promote AU Programmes
* Support building AU Identity / Brand Iconography by ensuring alignment of all creative work to the Graphic Brand Identity toolkit including audio / thematic iconic music / sounds
* Digital marketing –enhancing visibility of Agenda 2063 and other key programmes as per TOR on AU Digital channels and content creation for digital channels including
* Collaborating with AUC departments to obtain knowledge of their’ requirements to develop communication concepts that will deliver the key messages of their mandate
* Directing and motivating Audio-Visual and webteam in DIC teams to help them use their talents effectively to deliver on content creation
* Write and design unique and well-crafted copy that meet AUC communication needs
* The Expert will be expected to support and give guidance on the design, copywriting and production of material to be developed
* Lead brainstorming/creative sessions to generate ideas
* Support the development of activity based communication initiatives and any other initiatives as assigned by the Director.

QUALIFICATIONS REQUIRED & WORK EXPERIENCE

* Must have proven experience in a creative role preferably as lead creative or art director in an advertising, brand services or interactive design agency
* Hands-on experience in 360degree conceptual creative process including art direction, copywriting, graphic design and brand development
* Experience of developing content for digital platforms
* Competency in using content provider libraries such as Getty images to generate audio-visual material
* Excellent working knowledge of software such as Photoshop, Illustrator, InDesign etc.
* Experience in developing content for well-known global or regional brands will be an advantage

**FUNCTIONAL COMPETENCIES**

* Knowledge of conceptualisation, development and production of content for Audio Visual channels: broadcast, online, mobile platforms; Outdoor, Print
* Demonstrated excellence in storyboarding and art direction;
* Excellent copywriting skills for different communication channels
* Mobile / Web design - creativity of design as relates the overall look and feel of a digital platforms
* Computer literate and versed in the use of Contemporary design audio-visual software programmes, MS Office and other relevant software
* Ability to take initiative and be a team player and have the ability to work in a high pressurized environment and to deliver in a timely manner;
* Ability to manage multiple projects and work assignments;
* Excellent interpersonal skills and must possess the ability to work with a team of professional staff and capacity for creativity and initiative as well as capacity to work under pressure.

**OTHER RELEVANT SKILLS & COMPETENCIES**

* Must be a fast learner and able to quickly and easily assimilate within the organisation
* Excellent oral, writing, proof reading and presentation skills
* The ability to communicate simply, clearly and effectively
* Good planning and organizational skills;
* Ability to work in a multi-cultural environment professionally
* Punctuality and working under tight time schedules;
* Diligence when unsupervised and Professionalism.
* Strong ability to perform reporting function and to draft/present information in a concise and accurate manner;
* Sound judgment in interpretation of instructions and guidelines;
* Ability to Coordinate multiple assignments;
* Ability to work in a team and to organize and motivate others;

**DUTY STATION AND DURATION OF THE ASSIGNMENT**

The assignment shall be for a period of six(6) months. The Consultant will be based in Addis Ababa for the entire duration of the assignment.

**REMUNERATION**

The professional fees shall be a fixed lumpsum of **USD 5,000.00** per month for six(6) months. This amount includes all the Consultant’s fees, reimbursable and all profits as well as any tax obligations that may be imposed on the consultant. The AUC will cover the Consultant’s cost for tickets and DSA, when on official travel, in line with the relevant African Union Guidelines and Procedures.

**EVALUATION CRITERIA**

Interested applicants must provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

For evaluation of the expressions of interest, the following criteria will be applied:

a) General Education Qualification and Relevant Training (30 points);

b) Experience Related to the Assignment -evidence of previous workdone is required (40 points);

c) Technical approach and methodology (30 points);

Interested candidates are requested to submit the following documents for AUC’s consideration;

1. Applicant’s CV
2. **Portfolio of evidence of work will be required as part of application.** This can be sent through a link to a personal website where the applicant’s work can be viewed or as downloadable attachment through file sharing. Evidence of work or links should be sent to the email address for all applications as quoted in the advertisement
3. Technical Proposal on:

* understanding and interpretation of the TOR
* methodology to be used in undertaking the assignment
* Workplan

Further information can be obtained at the address below during office hours 8:00hrs-13:00hrs and 14:00hrs-17:00 hours Local Time.

Proposal must be delivered in a written form to the address below not later than 15:00 hours Addis Ababa time on **31st March 2020**

African Union Commission,

Attn: Carine Toure Yemitia (Mrs.)

Head of Procurement Travel and Store Division

Building C, Room 327

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