



Terms of Reference
Communication Expert
Provide Communications Specialist Support to the Horn of Africa Initiative

Job Title: Communications Expert

Program: Horn of Africa Initiative (HoAI) Coordination Support Team

Location: Nairobi, Kenya

Duration: Fixed term (Two Year Contract) inclusive of six months' probation.

Project Background

The World Bank (WB), African Development Bank (AfDB) and the European Union (EU) – the development partners (DPs) -- are supporting the [Horn of Africa Initiative](#) (HoAI), a compact of the Finance Ministers of the HoA countries - Djibouti, Ethiopia, Eritrea, Kenya, Somalia and Sudan.

The objectives of the HoA Initiative are reflected in a program consisting of the following four pillars: (i) improving regional infrastructure connectivity (transport corridors, energy and digital integration); (ii) Promoting trade and economic integration (trade, growth, and regional value chains); (iii) Building resilience (climate change and related shocks, including droughts, floods, the current locust crisis and conflict in the region's borderland areas) and (iv) Strengthening human capital development (boost skills and improve access to social services for the people of the Horn of Africa).

The HoAI is country-driven and facilitated by development partners. The overall coordination is led by a Chair elected on a rotational basis among the Ministers of Finance of participating countries. The current Chair is the Cabinet Secretary, National Treasury and Planning of Kenya. Implementation arrangements include national HoAI focal points (high level officials within the ministries of finance) nominated by each Minister of Finance, their full-time advisers (independent experts), and thematic leaders for each pillar (high level officials within line Ministries).

Implementation of HoAI workflows is facilitated by a small Secretariat, headed by the Focal Point of the country chairing the Initiative by rotation. The Secretariat comprises a Team Leader, a Communications Expert, and an Administrative Assistant. It is envisaged to support the workplan and functioning of HoAI, including logistics. It is financed by a World Bank grant managed by a specialized regional agency.

Job Description

The HoAI is seeking an experienced, creative, and hands-on Communications Officer to steer the Initiative's country communications program, with attention to providing strategic communications support to complex development projects the World Bank supports in the Horn. The prospective candidate will design and implement a comprehensive communications strategy, supported by relevant action plans, to raise the visibility and generate support for the HoAI and its key actions and activities. The job envisages specific communication skills in planning and delivering a range of dissemination products for the HoAI's operational goals, results, and knowledge – ranging from press releases, Op-Eds to web features, brochures, Q&As, briefing notes, speeches, and maintenance of mailboxes country

websites and all functions relating to communications and visibility as assigned by the Team Leader of the Secretariat.

Duties and Responsibilities

- Lead the planning, design, and implementation of all communication, media outreach and public relations activities to broadcast stakeholders' engagement and HoAI activities and achievements.
- Develop HoAI branding and messaging in both English and French.
- Manage and keep the HoAI website regularly updated with relevant information, including text, graphics, and other audio-visual material, with emphasis on results and impact.
- Manage HoAI social media content and presence on appropriate platforms and messaging services.
- Develop a quarterly newsletter on the initiative's activities and achievements.
- Work with HoAI Coordination Support Team to design communications strategies, including synergies with communications channels in HoAI governments, agencies, observers, and development partners.
- Provide regular media monitoring reports on HoAI to the HoAI Coordination Support Team and others.
- Ensure accuracy, updating and consistency of public information related to the HoAI.
- Coordinate media outreach, incl. press releases, press conferences, media briefings and interviews.
- Monitor the uptake of communication through a computerized log of all communications.
- Support the HoAI with linking up website etc with partners' communications systems.
- Support HoAI Coordination Support Team in organization of key communications events as required.
- Implement any other tasks on HoAI activities as assigned by the Team Leader of the Coordination Support Team.

Selection Criteria

- A master's degree in communications, public affairs, journalism, mass media, or a related field.
- A minimum of 5 years of relevant work experience in communications or journalism preferably with a regional or international media house or international development organization
- Work experience in producing quality print, electronic and social media content and communications products, including audio & visual content
- Experience in social media engagement and management
- Good understanding of communications opportunities and international development cooperation in the Horn of Africa
- Good understanding of the Horn of Africa, World Bank, EU and AfDB communications practices
- Ability to undertake and deliver multiple tasks under tight deadlines, working in matrix teams
- Excellent English and French written and oral communication skills

Duration of Assignment

The position is for a two-year contract, with a six-month probation period and a possibility of renewal. The selected candidate will be expected to work for 150 days maximum in each year, and this will be validated through submission of timesheets and outputs.

Reporting Obligations

The Communication consultant will report to the Team Leader of the HoAI Secretariat and work closely with the communication focal points of the HoAI Governments and Development Partners.

Language Requirements

Excellent command of English (oral and written); proficiency in French will be a plus.

Applicants are requested to complete the online form on this link https://bit.ly/HoA_Comms_Expert and submit the necessary documents electronically as guided in the online application form.

Duty Station

Nairobi

The HoAI seeks to promote gender parity. Women are encouraged to apply. This is a local hire position in Nairobi and is open to all persons eligible to work in Nairobi.