



REQUEST EXPRESSION OF INTEREST N° 01/CEDEAO/DADR/2024

Publication period: 25/09/ to 09/10/ 2024

Title: Recruitment of an Individual Consultant - To design ECORICE branding to facilitate better management and trade relationships among ECOWAS member states.

I. Context

The Economic Community of West African States (ECOWAS), represented by the Directorate of Agriculture and Rural Development (DARD), plans to finance a mission from its 2024 budget **to design ECORICE branding to facilitate better management and trade relationships among ECOWAS member states**. To provide this support, the ECOWAS Commission plans to recruit an *Individual Consultant to carry out this assignment*.

II. Objectives

The main objective of this initiative is to design a comprehensive branding strategy for ECORICE, to create branding guidelines that promote regional rice products, to develop a branding and labeling system that aligns with international standards and to enhance marketing strategies that foster trade relationships among ECOWAS member states.

III. Consultant's mission

The consultant will be required to:

- Conduct a situational analysis of existing rice branding in ECOWAS member states.
- Engage stakeholders through interviews to gather insights and expectations.
- Develop a branding strategy that includes:
 - o Brand identity (logo, colors, typography)
 - o Tagline and messaging
 - o Labeling guidelines that comply with regional and international standards
- Create marketing materials to support the branding initiative.
- Present the branding strategy and materials to ECOWAS stakeholders for feedback and approval

IV. Consultant profile

- Because of the nature of the assignment, the consultant must have:
- Proven experience in branding and marketing, particularly in the agricultural sector.
- Strong understanding of regional trade dynamics within ECOWAS.
- Excellent communication and facilitation skills.
- Ability to work collaboratively with diverse stakeholders
- Proficiency in two official ECOWAS languages would be an asset.

V. Selection criteria

Applications will be assessed on the basis of the following evaluation criteria and scoring scales:

N°	Assessment criteria	Grading scale
I	General qualifications (education and general experience)	30 points
I-1	Hold a higher master's degree in marketing, Communication, or Business Management with a specialization in Brand Strategy, Agricultural Marketing, or related fields.	20
I-2	Experience in branding and marketing, particularly in the agricultural sector.	10
II	Specific experience related to the assignment	70 points

II-1	Strong understanding of regional trade dynamics within ECOWAS.	40
II-2	Excellent communication and facilitation skills.	15
II-3	Ability to work collaboratively with diverse stakeholders	15
III	Language skills	10 points
III-1	Ability to communicate effectively in an official ECOWAS language, English, French and Portuguese.	7
III-2	A working knowledge of a second language would be an advantage	3
TOTAL MARKS		100 points

The minimum qualifying score is 70 points out of 100.

NB: the prerequisite and mandatory conditions to be met are the presentation of certificates of service rendered concerning the execution of similar contracts relating to activities, studies and/or exercises connected with the assignment. Similar services that are not supported by legible copies of the cover sheets and signatures of the contracts performed and certificates of successful completion will not be taken into account in the evaluation.

VI. Selection method :

The eligibility criteria, the establishment of the short list, as well as the selection procedure, shall be in accordance with the ECOWAS Rules and Procedures for the Use of Consultants" (ECOWAS Procurement Code, revised version 2023), available on its website: <http://www.ecowas.int>. The selection method is the selection of **Individual Consultants**.

VII. Duration

The total duration of the consultant's assignment is: Sixty days (60) from the date indicated in the notification of the service order for the start of the assignment.

VIII. Preparing and submitting applications

Applicants must provide a file containing:

- A covering letter.
- An updated curriculum vitae.
- Certified copies of diplomas and certificates.
- Copies of contracts or certificates for previous services.

Expressions of interest should be submitted with the following subject line "**Expressions of interest for the recruitment of one (01) individual consultant – To design ECORICE branding to facilitate better management and trade relationships among ECOWAS member states.**" or by email to the addresses below.

Interested consultants may obtain further information at the address below, during office opening hours, **Monday to Friday, 8.00 a.m. to 4.30 p.m.**

Applications must be sent to the following e-mail address: Procurement@ecowas.int and copy: cedeao.phasao.ugp@gmail.com ; atraore@ecowas.int; Director of Agriculture and Rural Development; sbangoura@ecowas.int, Director of Administration and General Service, ikkamara@ecowas.int ; Head of Procurement Division no later than **09 October 2024 at 11:59 PM GMT+1, Nigeria time.**

Director of Agriculture and Rural Development


Alain Sy TRAORE