

VA No.	025B
Job Title:	Regional Strategic Communication Advisor
Min. qualification:	MSc/MBA in mass communication, Public Relations and Advertising, Public Policy, Political Communication, International Development, International Relations, Social/Political Science, Gender Studies or a related field.
Organization:	GIZ Nigeria, Support to the ECOWAS Commission on Organizational Development (OD)
Place:	Abuja
Salary:	According to GIZ salary scale for Band 4
Closing Date of advert	06.10.2024
Background:	<p>GIZ. Solutions that work.</p> <p>As a service provider in the field of international cooperation for sustainable development and international education work, we are dedicated to shaping a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security. The diverse expertise of our federal enterprise is in demand around the globe – from the German Government, European Union institutions, the United Nations, the private sector, and governments of other countries. We work with businesses, civil society actors and research institutions, fostering successful interaction between development policy and other policy fields and areas of activity. Our main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ). The registered offices of GIZ are in Bonn and Eschborn. Our approximately 23,500 employees, almost 70 percent of whom are national personnel, work in a round 120 countries (July 2020)</p> <p>GIZ has worked in Nigeria since 1974. Since 2004, GIZ has maintained a country office in the capital city Abuja. Currently 361 national and 66 international employees, 19 regional staff, 4 integrated specialists and 3 development workers are working in the country (June 2020).</p>
The Project:	<p>Support to the ECOWAS Commission on Organizational Development (OD)</p> <p>The Project “Support to the ECOWAS Commission on Organisational Development – Phase II” is aimed at strengthening the capacities of the ECOWAS Commission on a sustainable basis so that it can more effectively perform its key role in promoting the political and economic integration of its member states and in securing peace in the region. Cooperation within ECOWAS is actively supported wherever relevant.</p> <p>In the context of BMZ 2030 Development Policy, the project will contribute to the core area of ‘peaceful and inclusive societies’ and its ‘good governance’ area of intervention.</p>

	<p>The project supports amongst others, the Office of the Vice President of the ECOWAS Commission, with a special focus on the Strategic Planning and Monitoring and Evaluation Directorate. Furthermore, the project works closely with ECOWAS directorates and departments with cross-cutting functions, like the Department of Human Resources, the Finance Department of the ECOWAS Commission and the Directorate of Internal Audit and Evaluation of Operations at the ECOWAS Bank for Investment and Development (EBID). In addition, the project cooperates with the newly created Office of the Auditor General.</p> <p>A new component has been added to the project in 2023, focusing on supporting ECOWAS' efforts to communicate effectively, amidst a changing geopolitical contexts and emerging digital technologies. This component strengthens the internal and external communications of the ECOWAS Commission and its partners generally to bring to life ECOWAS Vision 2050, in addition to specifically providing support to the Directorate of Communication of the Commission.</p> <p>The project focuses on the following outputs:</p> <ul style="list-style-type: none"> ▪ Strengthening Results-Oriented management. ▪ Integrating Gender Equality Measures. ▪ Enhancing Digital tools and Knowledge Management. ▪ Management compliance with international standards at ECOWAS. ▪ Strengthening communication efforts of the ECOWAS Commission.
<p>Responsibilities & tasks:</p>	<p>A. Responsibilities</p> <p>The Regional Strategic Communications Advisor will:</p> <ul style="list-style-type: none"> ▪ Liaise between the ECOWAS communication unit, implementing media agency (external) and the GIZ project as a focal point. ▪ Ensure a horizontal coordination between GIZ, the external media and communications company, the Directorate of Communication, and all other relevant Directorates of the ECOWAS Commission to achieve the objectives of the project's communication component. ▪ Contribute positively to ECOWAS Commission's rebranding and strategic communication direction and ECOWAS efforts to enhancing information integrity. ▪ Coordinate and network with colleagues, partners, media, and other resources to achieve the project's objectives. ▪ Ensure target focused and cost-effective communication and knowledge dissemination as it relates to the achievement of the strategic goals of the project in line with the BMZ, GIZ, and ECOWAS Communication Guidelines. ▪ Provide advisory to the ECOWAS Commission on gender-sensitive communication and targeted communication to marginalised groups ▪ Support the Communication Directorate in the adoption and management of digital tools (i.e. social media management and monitoring tools) ▪ Contribute to the review of the existing communication strategy of the Directorate of Communication of the ECOWAS Commission. ▪ Identify existing gaps in the information and communication flow between the ECOWAS Commission, its agencies, and its Member States. ▪ Bring an understanding of the development and implementation of communication strategies in a gender-sensitive and inclusive

manner for internal communication and external communication and advise the project accordingly.

- Support the timely design and production of multimedia communication materials (speeches, articles, giveaways, roll-ups, factsheets, audio visuals etc.) in close collaboration with the requesting parties, based on identified needs and respecting GIZ and ECOWAS standards, their maintenance, and their distribution over identified channels.
- Ensure effective internal and external communication within the OD/ISE project and externally with the project stakeholders and ecosystem (both national and international) and knowledge management in line with this area.

B. Tasks

The Strategic Communication Advisor performs the following tasks:

- Coordinating delivery of communication component outputs, including conceptualisation and implementation of activities and initiatives supporting the communication efforts of the ECOWAS Commission, in line with the Directorate of Communication's strategic plan and in collaboration with the project team and the external communication company.
- Contribute to reporting to commissioning parties, including M&E and progress report support to BMZ, and at programme level.
- Permanent coordination with the ECOWAS Communication Directorate ensuring that all communication is respecting the ECOWAS Corporate design and contributing to the promotion of accurate information.
- Coordinate and ensure that ECOWAS communication outputs are published and distributed widely among stakeholders e.g., speeches, press releases, analyses, blogs, stories/testimonials, success stories, etc.
 - Develop concepts and tools for internal and external communication.
 - Collecting and documenting project related data (baseline surveys, perception studies, partner reports, etc.).
 - Coordinate photography and ensure visibility and visual documentation for all activities.
 - Develop and maintain a roster of reporters, influencers, etc. with interest in the ECOWAS Commission.
 - coordinate initiatives with media partners and stakeholders in the information ecosystem
- Actively supporting the communication component team in the organization of events, including:
 - Assist in designing and implementing events and manage the events calendar.
 - Coordinate external knowledge and communication process i.e., Design, prepare, facilitate knowledge exchange and dissemination events.
- Development and implementation of comprehensive, gender-sensitive, innovative, and effective communication/media strategies and integrate these with the initiatives of the ECOWAS Commission.
- Provide quality assurance for all communication activities, outputs, and deliverables in line with ECOWAS Commission's communication guidelines:
 - Proofread and edit articles, press releases, publications, event, and publicity materials etc. and ensure consistency in design of publications.

- Coordinate the work of external service providers in Communication.
- Manage vendors/consultants and ensure guidelines are adopted.
- Capitalization and knowledge management in communication related topics and support the same for project activities and achievements:
 - Develop and implement a knowledge management approach and tools.
 - Support and advise on activities and achievements to be capitalized.
- Perform other duties and tasks at the request of project management.

C. Required qualifications, competences, and experience.

Qualifications:

- MSc/MBA in mass communication, Public Relations and Advertising, Public Policy, Political Communication, International Development, International Relations, Social/Political Science, Gender Studies or a related field.
- Professional proficiency in at least 2 ECOWAS official languages (English/ French/ Portuguese). This will be tested.

Professional experience

- Minimum of 8 years of professional experience with regional and international organizations in the field of strategic communication and information management (public diplomacy, media and PR work, journalism, corporate communication, advertising, lobbying, cyber security, or similar).
- Demonstrated experience in developing communication strategies, content, and tools.
- Demonstrated knowledge of the ECOWAS region and the relevant media and communication landscape.
- Demonstrated experience in programme coordination, event organisation including setting up and running conferences, public-private stakeholder events, and baseline studies (this includes the knowledge of organizing and hosting virtual meetings on diverse platforms).
- Sound knowledge of digital communication platforms, fact-checking and media monitoring tools.
- Proficiency in communications tools and software, including but not limited to Microsoft Office tools and information dissemination platforms.

Other knowledge, additional competences

- Work experience with international and donor organizations including GIZ.
- Demonstrated experience in integrating intersectional gender perspectives into communication strategies and programmatic activities, with a proven ability to address gender-specific challenges and promote gender equality in development cooperation.

	<ul style="list-style-type: none"> ▪ Ability to work with little supervision to meet set deadlines. ▪ Excellent copy editing, writing and research skills, analytical skills, oral and written presentation skills, interpersonal skills and high integrity. ▪ Sound knowledge of relationship building, relationship management and networking.
<p>Submission Guideline:</p>	<p>You are kindly requested to submit your CV and letter of motivation as one document with complete contact details via email to: recruitment-nigeria@giz.de</p> <p>(Please include vacancy no. 025B in mail subject)</p> <p>GIZ is an equal opportunities employer committed to diversity. All qualified candidates, regardless of disability, age, sex, ethnicity, race, and religion are encouraged to apply.</p> <p>Please note that only shortlisted candidates will be contacted</p>