

TERMS OF REFERENCE

Communication and Visibility Assistant

Project: Building a Future: Make it in The Gambia – TEKKI FII

Location: Base in Bijilo¹, The Gambia, with regular displacements in the country

Position: *Communication and visibility assistant (M/F)*

Reports to: *Project Coordinator*

Languages:

Fluency in English (conversation, reading and writing) and good conversation skills in Mandinka, Fula and Wolof will be a plus

Starting date (estimate): November 2019

Duration: 6 months full-time with the possibility of extension within terms and conditions to be defined ²

IMVF - Instituto Marquês de Valle Flôr is a Portuguese non-governmental organization for development whose mission is to promote economic and cultural development. Its main areas of work are Cooperation and Education for Development, Decentralized Cooperation with Municipalities and Technical Assistance. It is present in west African countries for 3 decades.

CONTEXT

General context

The programme *BUILDING A FUTURE: MAKE IT IN THE GAMBIA – TEKKI FII* is financed by the European Union Emergency Trust Fund for Africa (EUTF for Africa). It aims to foster stability and to contribute to better migration management, including by addressing the root causes of destabilisation, forced displacement and irregular migration.³ The programme will be implemented by ENABEL, GIZ, GK Partners, IMVF and International Trade Centre.⁴

IMVF's action and overall objective is to contribute to socio-economic development and to nurture positive prospects for local populations and returning migrants in The Gambia, namely in Central River, North Bank, Lower River and Upper River regions.

Several studies emphasize that cohesive societies perform better in processes of economic development, social stability, conflict prevention, support for democracy and quality of life improvement. Thus, recognizing the interrelated relationship between inclusive development and social cohesion, the specific objectives of the action are:

- to boost economic development with a focus on attractive employment and revenue generation in regions prone to migration;
- to promote a conducive socio-economic environment for an effective and sustainable reintegration of former migrants and to improve the attractiveness of rural areas.

And the expected results (ER) are:

¹ Or another location to be defined as the regional headquarters of the project.

² Depending on collaborator's performance and project's needs.

³ https://ec.europa.eu/europeaid/regions/africa/eu-emergency-trust-fund-africa_en

⁴ https://ec.europa.eu/trustfundforafrica/region/sahel-lake-chad/gambia/building-future-make-it-gambia_en

- ER1: sustainable market-oriented agribusiness value chains are emerging and/or reinforced in rural Gambia through training (formal/unformal)
- ER2: social cohesion has been strengthened by the activities of local organizations and the implementation of social/recreational facilities

The action's core targets are youths and women.

Project's activities are based on a close cooperation with relevant stakeholders (national, regional and local) in order to ensure an effective contribution to NDP 2018-2021 and to sustainability of outputs. Peer-to-peer methodologies, promoting the engagement of local youth, community and religious leaders, current migrants abroad (diaspora) or former migrants who returned to their home country shall also support trust and ownership of the action.

IMVF's project is implemented in partnership with ADWAC - Agency for the Development of Women & Children, United Purpose and Alianza por la Solidaridad.

Recruitment context

The current terms of reference concern the recruitment of a Communication and Visibility Assistant, whom shall be the responsible for the communication and visibility actions of the project and will support activities related to the promotion agribusiness and strengthening of social cohesion.

The work of the Assistance shall target the beneficiaries of the project, key stakeholders and also reach out to the wider public to further improve the visibility of the project and its partners within and outside The Gambia. The communications work shall be in full compliance with the visibility guidelines of the EU. The communications and visibility actions shall thus support the objective of the project, disseminating key information and achievements and contributing to accountability towards the donor, stakeholders and beneficiaries.

JOB DESCRIPTION

The *Communication and visibility assistant* will work under the orientations of the Project Coordinator and/or any other person designated by her, to whom he/she shall report directly and ensure a culture of communication and cooperation, contributing actively for the rigorous and effective management of the project. He/she will ensure the implementation of the project's communication and visibility plan.

Tasks and responsibilities

- Review and contribute to the project's communication and visibility plan, namely in terms of methodology and activities
- Ensure the compliance with visibility requirement for any material produced or event sponsored/undertaken by the project
- Ensure a close contact with media and produce regular content for the project webpage and IMVF's social media networks.
- Participate in the design and implementation of project activities related with awareness raising and behavioural change

Other tasks might be assigned according to the evolution of project activities and demonstrated capabilities.

PROFILE OF THE CANDIDATE

Qualifications

Certified training in the field of Communication, Journalism, Entrepreneurial Communication and Public Relations, Marketing or similar areas

Professional experience and skills

- Proven experience in the communication field;
- Excellent capacity of oral and written expression in English and at least two local languages
- Excellent capacity to produce contents to websites, social networks and media (newspapers, radios, TV)
- Basic design skills
- Basic skills in photo and video production and editing
- Ability to support the organization of events and activities
- Experience working with community-based organisations, namely youth and/or women led groups will be a plus;

Aptitudes

- Proactivity and sense of responsibility in the accomplishment of tasks
- Strong ability to work as a team and in intercultural environments
- Persistent in contexts of pressure
- Ability to show a critical positioning and to formulate proposals, demonstrating a strategic vision;
- Good knowledge of word, power point, excel and management of social networks
- Available to start immediately
- Available for overnight stays during regular field missions.

FOR EXPRESSION OF INTEREST

Expressions of interest should be sent, until October 12th 2019, to tekkifi@gm.imvf.org, including cover letter, Curriculum Vitae and identification of a person to contact for recommendation/reference (1 hierarchically superior person in similar functions). The subject of the email should be: **Communication and Visibility Assistant**.

Only short-listed candidates will be contacted.