



ECONOMIC, SOCIAL AND CULTURAL COUNCIL (ECOSOCC)

Date: 29th May 2023

REQUEST FOR EXPRESSIONS OF INTEREST

ASSIGNMENT TITLE: INDIVIDUAL CONSULTANCY SERVICES FOR DIGITAL COMMUNICATIONS

Reference No. **ECOSOCC/PROC/23/05.07**

The Economic, Social and Cultural Council (ECOSOCC) is an advisory organ of the African Union (AU) established as a policy development interface that will harness civil society expertise to the work of various Departments of the African Union Commission and the AU at large. One of the mandates of ECOSOCC is to popularise the work and initiatives of the African Union and in particular, Agenda 2063.

Consequently, in order to enhance the ECOSOCC Communication Strategy, an ECOSOCC's social media strategy to support of the Organization's communication and stakeholder engagement goals and promote communication and visibility of the Organ is required.

The use of digital, social media including the website are preferred methods of communication as this facilitates real-time and more direct communication with members and stakeholders. In the context of ECOSOCC, there is a greater need for an effective digital and social media communication plan due to:

- The increasing need for transparency due to closer scrutiny by the media and the public
- Accountability and credibility of the organization;
- Image and goodwill of the organization;
- The need to align with agenda 2063;
- The rising popularity of social media and its business implications;
- Changing international relations.

Objective of the Assignment

The main objectives of the consultancy are to develop the overall strategy and oversee the development, execution and optimization of ECOSOCC's social media and digital marketing campaigns.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: (ecossoc.au.int) or can be obtained at the address given below.



ECONOMIC, SOCIAL AND CULTURAL COUNCIL (ECOSOCC)

The Economic Social & Cultural Council now invites eligible individual consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- a) Qualifications and experience of the consultant**
- b) Relevant experience related to the assignment**

A Consultant will be selected in accordance with the Fixed Budget Selection (FBS) method set out in the African Union Procurement Manual.

Further information can be obtained at the address below during office hours *8:00-12:30hrs and 14:00-16:30 hours, Lusaka Time.*

Expressions of interest must be delivered in a written form following **the above shortlisting criteria** to the address below **(by e-mail)** before **9th June 2023 at 17:00 Hours Local Time**, Lusaka, Zambia.

African Union - ECOSOCC

Attn: Head of Administration, Finance and Human Resource

P.O.Box 50295, Kudu Road

Lusaka, Zambia

Tel: +260 (0) 211 429 405

E-mail: ecosocc@africa-union.org and Kwesigabob@africa-union.org

(Please submit your EOI to both email)