



ECOSOCC
Economic Social & Cultural Council

**The voice of the
African Citizenry**

ECONOMIC, SOCIAL AND CULTURAL COUNCIL (ECOSOCC)

TERMS OF REFERENCE (TOR)

Individual Digital Communications Consultant

ECONOMIC, SOCIAL AND CULTURAL COUNCIL (ECOSOCC)

1.0 Background and Context

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 AU 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 vision is to raise awareness and encourage widespread CSO participation in attaining the goals of transformation toward the 'Africa We Want' through the AU's Agenda 2063.

The use of digital, social media including the website are preferred method 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 communications 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.

2.0 Objectives of the Consultation

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

2.1 Specific Objectives

- Provide capacity-building support on the ECOSOCC Communications strategy and action plan.
- Develop and manage continental and regional marketing campaigns on behalf of ECOSOCC.

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2.0 Scope of Work

- Increase awareness of the work and achievements of ECOSOCC, and promote greater knowledge among key stakeholders and the general public.
- Create posters, brochures, magazines, videos, infographics and other digital marketing materials/visual products to communicate ideas and information visually.
- Deepen engagement across all ECOSOCC social media platforms; Facebook, Instagram, Twitter, YouTube; and create ECOSOCC accounts on other relevant social media platforms, i.e. TikTok
- With supervision, be responsible for the full cycle of ECOSOCC's social media campaigns - from concept stage to final evaluation.
- Develop the overall strategy and oversee the development, execution and optimization of ECOSOCC's paid social campaigns.
- Use data analytics to optimize relevant Key Performance Indicators (KPIs) and track effectiveness of marketing campaigns.
- Assist with the revision and editing of texts and/or documents to be published by ECOSOCC.
- Create and manage ECOSOCC's digital content library.
- Develop ECOSOCC media toolkit for different events.
- Update the ECOSOCC website and continuously add new site elements and updates to existing pages to keep the website fresh and interesting.
- Make sure all ECOSOCC website content is optimized for search engines to drive more traffic to pages.
- Perform any other tasks as may be assigned that contribute towards the promotion of objectives and fulfilment of the ECOSOCC mandate.

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4.0 Deliverables

- A comprehensive and concise social media strategy in support of the Organization's communication and stakeholder engagement goals two weeks after signature of contract.
- Develop marketing campaigns for all platforms on behalf of ECOSOCC, monthly.
- Create ECOSOCC's digital content library within a month of the start of the assignment and update the library monthly.
- Submit a social media tool kit for each event.
- Craft and develop press releases, posters and other graphics for each event.
- Submit monthly data analytics from social media traffic.

5.0 Assignment Period

This assignment will be for a period of 6 months, renewable based on performance and funds availability.

6.0 Eligibility Criteria

- Bachelor's Degree in Marketing/ Communications or a related field from a reputable University with 5 years' progressive work experience in the related field;
- Candidates with a Master's Degree will be required to have a minimum of 2 years of progressive work experience in the related field.
- Working knowledge of designing, programming languages and operating systems.
- Knowledge of digital marketing management tools.
- Work experience with any of the AU institutions will be an added advantage.

7.0 Selection Criteria

Description	Score %
General qualifications and experience	10
Specific experience of the consultant relevant to the assignment	35
Adequacy and quality in responding to the Terms of Reference (TORs) <ul style="list-style-type: none"> ▪ Technical approach ▪ Methodology 	55
Total Weight	100



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8.0 Assignment Management and Administration

- 8.1** This assignment will be managed by the ECOSOCC Secretariat, Lusaka, Zambia. This includes servicing the consultant, support with setting-up appointments with stakeholders, ensuring that payments are made on time, facilitating meetings and tracking the work plan of the consultant.
- 8.2** The Senior Communications Officer of the Secretariat will help in increasing expert opinion in the process. The consultant will also report to the designated focal point on all matters pertaining to the assignment.
- 8.3** The Secretariat will provide a laptop and a camera as work tools. The consultant will be expected to provide their own graphic designing and programming tools.
- 8.4** The consultant will be stationed in Lusaka, Zambia at the ECOSOCC Secretariat and work from the ECOSOCC Secretariat from 8 a.m. to 5 a.m. with a lunch break of 1 hour. As part of the work programme, the consultant will be expected to travel for work purposes and will be provided with an economy class ticket and DSA as per AU Financial Rules and Regulations.
- 8.5** ECOSOCC will provide a return economy class ticket to Zambia if the consultant is based outside Zambia.

9.0 Budget and Payment

The consultant will be paid a monthly fixed sum of **United States Dollars at Four Thousand United States Dollars Only** (\$4000) based on approved deliverables.