

Terms of Reference Branding and Communication Assistant Individual Long-term Consultant

Duration: 10 months renewable

Location: Remote

Compensation: €1,000 per month

Reporting to: Head of Communications, AAI

1.1.1.1 A. Background

The Africa Adaptation Initiative (AAI) seeks to recruit a Communication Consultant to assist in the development, deployment, and implementation of a comprehensive branding and communication strategy. This strategy aims to enhance AAI's visibility, bridge knowledge gaps in climate adaptation, and increase stakeholder engagement.

1.1.1.2 B. Scope of Work

The Communication Consultant will work closely with the Head of Communications to:

- 1. Help sustain the Branding and Communication Strategy:** Assist in refining, deploying and implementing the global communication strategy, ensuring alignment with AAI's core principles and objectives.
- 2. Focused Content Creation and Management:**
 - ✓ Develop engaging content across various formats (articles, blogs, social media posts, videos) ;
 - ✓ Personalize narratives by highlighting individual and community stories related to climate adaptation.
- 3. Stakeholder and Community Engagement:**
 - ✓ Coordinate with stakeholders to gather insights and feedback ;
 - ✓ Facilitate webinars, online discussions, and other engagement activities ; and
 - ✓ Implement strategies to increase community participation and interaction with AAI's content.
- 4. Assist with the articulation of the Roadmap and engagement strategy for key events i.e. COP 29**

1.1.1.3 C. Deliverables

Assist with the following:

1. **Content Portfolio:** A collection of written, visual, and multimedia content produced during the consultancy period.
2. **Engagement Reports:** Monthly reports detailing engagement metrics, key activities, and outcomes.
3. **Community Engagement Plan:** A strategy for increasing public participation and leveraging community insights in AAI's communications.

1.1.1.4 D. Qualifications and Experience

- ✓ **Educational Background:** A degree in Communications, Marketing, Journalism, Environmental Studies, or a related field.
- ✓ **Experience:** At least 3 years of experience in communication, preferably within the environmental or development sector.
- ✓ **Skills:**
 - Strong writing and storytelling skills.
 - Experience with social media management and digital content creation.
 - Excellent organizational and project management skills.
 - Ability to work collaboratively with diverse teams and stakeholders.

1.1.1.5 E. Application Process

Interested candidates should submit their CV, a cover letter and financial proposal, by **Sunday, 25th of August 2024** to the email address: AAIRecrutement@uclga.org and mention « **Communication Assistant** » in the e-mail subject line.