

Terms of Reference
Online Communication Consultant for Africa Adaptation Initiative (AAI)
Individual Long-term Consultant

Position Title: Online Communication Consultant

Duration: 10 months with possibility of extension

Location: Remote Work

Compensation: €1300 per month

Reports to: AAI Head of Communications

This Terms of Reference (ToR) provides the framework for the engagement of a Climate Adaptation Specialist Consultant to support the Africa Adaptation Initiative's Online Adaptation Knowledge Hub. This role is integral to enhancing the Hub's capacity to provide valuable, relevant, and accessible climate adaptation resources for African stakeholders.

1.1.1.1 1. Background

The Africa Adaptation Initiative (AAI) is a key African-led framework aimed at enhancing climate adaptation efforts on the continent. Supported by the Bill and Melinda Gates Foundation (BMGF), AAI focuses on four main pillars: enhancing climate information services, strengthening policies and institutions, increasing action, and mobilizing climate finance. To further its objectives, AAI has developed six Flagship programmes to boost political action on climate adaptation at the international level.

The initiative's communication and advocacy strategy is crucial in increasing AAI's visibility and influence. It aims to boost awareness among partners and donors, enhance political outreach, share knowledge on climate adaptation, and institutionalize AAI's communications ahead of the Africa Adaptation COP. To support these goals, AAI seeks to hire a Communication Consultant to work closely with the in-house Communication Officer.

1.1.1.2 2. Objective of the Consultancy

The Communication Consultant will assist in the effective delivery of outreach activities, enhancing the visibility of AAI, and supporting the communication and advocacy strategy. The role is essential in positioning AAI as a leading influencer in climate adaptation in Africa, aiding resource mobilization, and fostering partnerships.

1.1.1.3 3. Scope of Work and Key Responsibilities

The Communication Consultant will be responsible for the following activities:

1. **Media and Stakeholder Engagements:**
 - ✓ Facilitate engagement with media and stakeholders to promote AAI and its activities.
 - ✓ Develop and maintain relationships with key media contacts and stakeholders.
2. **Feature Story Writing and Publication:**
 - ✓ Research and write one feature story per month on climate adaptation and related topics.
 - ✓ Publish these stories through appropriate channels to reach target audiences.
3. **Social Media Management:**
 - ✓ Update AAI's social media platforms, especially during key events.
 - ✓ Ensure at least two significant updates or postings per month.
4. **Quarterly E-Newsletter:**
 - ✓ Support the creation and dissemination of a quarterly e-newsletter to update stakeholders on AAI's progress and activities.
5. **Additional Communication Functions:**
 - ✓ Perform other communication-related tasks as assigned by the AAI Communication Officer.

4. Deliverables

- ✓ **Monthly Reports:** Detailed reports of all communication activities undertaken during the month.
- ✓ **Quarterly E-Newsletter:** A newsletter summarizing the key activities and developments of AAI every quarter.
- ✓ **Feature Stories:** One feature story published per month.
- ✓ **Social Media Updates:** At least two posts per month on key events/activities.

5. Reporting Requirements

The Consultant will report directly to the AAI Communication Officer. Regular check-ins will be scheduled to ensure alignment with the communication strategy and timely delivery of all outputs.

6. Required Qualifications and Experience

- ✓ **Experience:**
 - Must have worked for at least two years for the African Group of Negotiators (AGN) and in some capacity, directly with the AGN Chair. Experience in communications, preferably within the climate change or environmental sector. Experience with other international organizations or NGOs, is an advantage.
 - The successful candidate must demonstrate the ability to work promptly, efficiently and independently, ensuring the production of high-quality communication materials.

✓ **Skills:**

- Excellent writing and editing skills.
- Proficiency in social media management and digital content creation.
- Strong interpersonal and communication skills.
- Ability to work independently and meet deadlines.
- Proficient knowledge in the field of climate adaptation and environmental issues in Africa is preferred.

1.1.1.4 7. 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 « **Online Communication Consultant** » in the e-mail subject line.