



Terms of Reference for

Communication Expert

INTRODUCTION

The African Union Commission, Department for Health, Humanitarian Affairs and Social Development is composed of thematic divisions. Among these, is Labour, Employment & Migration (LEM). The mandate of LEM division is to: Develop and promote migration and mobility policy propositions, advance policy discourse on decent jobs and productive employment, including through social security and social protection, the transformation of the informal economy, in view of eradicating poverty.

CONTEXT

The 2018 Migration Policy Framework for Africa and its Plan of Action (MPFA), is the main policy document of the African Union to push forward its agenda on ensuring that migration is safe, orderly and regular. The Plan of Action, in providing guidance on the steering efforts of the AU, has put as a priority the development of a communication and awareness raising strategy. This strategy, finalized in 2019 after thorough discussion among members of the AU Coordination Committee on Migration, stipulated the production and dissemination of regular newsletter through which AU Commission and Organs could further popularize the MPFA and other frameworks, programs and initiatives on migration and mobility.

BACKGROUND

Given that migration and labour migration is on the rise on the African Continent; that the majority (approximately 80%) of African migrants are living in another African country. The foregoing observation were corroborated by the 2017 Evaluation of the 2006 AU Migration Policy Framework for Africa which recommended for diversified thematic areas in order to develop a repertoire of policy propositions to cover the multifaceted and multidimensional nature of labour related mobility and migration.

RESPONSIBILITIES

Program communication Expert

1. Provide technical support to the implementation of the Labour, Employment and Migration (LEM) Division, Communication Strategy;
2. Develop technical plans and review projects communication tools to support various programming initiatives of LEM division;
3. Assist on the coordination of all communication activities for projects especially in relation to public awareness for key campaigns.
4. Collect and compile updated programme/ project profiles from various programming initiatives of the LEM division on a quarterly basis and prepare the programme/project summary documents;
5. Support documentation of project results like success stories including photography and video taping

6. As the LEM's Media Focal Point, coordinate and publicize LEM division's events, launches and reports in coordination with the Head of Division.
7. Prepare press releases and briefing notes for press conferences, which are run by the Division in coordination with project Coordinators ;
8. Identify key stakeholder in media and develop strategies for media engagement to help popularise the activities of the LEM and encourage public awareness and participation
9. Support the production of digital communication materials such as video clips
10. Support production of written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
11. Recommend layout and design of reports and other similar documents [L] [SEP]
12. Identify suitable media channels and agents partners to support dissemination of key policy messages
13. Manage and support content development for the website and digital/social media
14. Provide technical support to editorial and content development
15. Any other related tasks as assigned by the Head of Division

Qualifications and Experience Qualifications

- A postgraduate degree in communications, public relations, journalism, knowledge management or other related fields (Masters is an added advantage)
- Minimum five years' experience in development communication, brand management, public relations, or corporate communications and social media engagement
- Experience in development sector communication planning is an added advantage.

Technical skills

- Excellent command of English (oral and written) is required; [L] [SEP]
- Good knowledge and understanding of communications, branding and visibility
- Good command of communication related computer soft wares as well as graphic design
- Good in photography and video editing skills
- Web-based applications and media computer tools
- knowledge of and experience with new communication technologies including digital content creation and analytics
- Experience in public or international relations activities [L] [SEP] [SEP]
- Experience in production and distribution of publications (print and digital), audio-visual and e-content
- Knowledge of engagement of media agencies and media houses [L] [SEP]