



## **SPECIFIC TERMS OF REFERENCE**

### **Short-term Consulting Assistance for the Secretariat of the Organisation of African, Caribbean and Pacific States (OACPS)**

#### **SIMPLIFIED PROCEDURE**

#### **1. BACKGROUND**

##### **1.1 Beneficiary Institutions**

The Secretariat of the OACPS, representing the Organisation of African, Caribbean and Pacific States.

##### **1.2 Contracting Authority**

The OACPS Secretariat.

##### **1.3 Relevant institutional background**

The Secretariat of the Organisation of African, Caribbean and Pacific States (OACPS) - formerly known as the African, Caribbean and Pacific (ACP) Group - was created under the Georgetown Agreement signed on 6 June 1975 and revised on 5 April 2020. Among the key areas of its mandate are the implementation of the OACPS-EU Partnership Agreement, and the decisions of the main organs of the OACPS namely the Summit of Heads of State and Government, the Council of Ministers, the Committee of Ambassadors and the OACPS Parliamentary Assembly.

The OACPS Secretariat services these institutions by, *inter alia*, servicing meetings of OACPS and ACP-EU organs, and by providing specialized technical advice and policy papers on issues that constitute the main pillars of ACP-EU Partnership and others that contribute to the attainment of the objectives of the Georgetown Agreement.

##### **1.4 Context of the action**

The Strategic Communication Plan of the OACPS Secretariat [ACP/14/007/19] was presented to the *Ad Hoc* Ambassadorial Group on ACP Visibility on 3 October 2019 and subsequently shared with the Committee of Ambassadors. The *ad hoc* Ambassadorial Group on ACP Visibility, convened in October 2019 on the recommendation of the ACP Committee of Ambassadors during their 923<sup>rd</sup> Session, noted the need for additional resources for the Media and Communications Unit and recommended enlisting key media persons to increase the visibility of the OACPS via increased information sharing.

Since the creation of the afore-mentioned Communications Plan, significant changes have occurred at all levels of the OACPS, including the planned five-year rotation of the Management Team; the restructuring of the Secretariat; the entry-into-force of the revised Georgetown Agreement, which resulted in the subsequent change of name from the ACP

Group to the OACPS; and the creation of a new Strategic Plan for 2022-2025. It is therefore necessary to revise the Communications Plan to respond to these changes. A short-term consultancy is therefore envisaged for the preparation of the new Corporate Communications Strategy.

## **2. DESCRIPTION OF THE ASSIGNMENT**

### **2.1 Global objective**

The global objective of this contract is to develop a comprehensive Corporate Communications Strategy for the OACPS for the period of 2023 to 2025.

### **2.2 Specific objectives**

The specific objective of the proposed contract is to develop a comprehensive, detailed corporate communication strategy aimed at:

- Defining the key communication objectives of the OACPS;
- Identifying and prioritising OACPS' key strategic partnerships for communications;
- Increasing the visibility of the OACPS, both online and offline, among its key strategic audiences;
- Improving relations with the OACPS' internal and external audiences including the Media;
- Advising on the revision of the OACPS' brand identity including recommendations for the revision of the logo, flag etc.;
- Advising on relevant communications support for the change process for the OACPS;
- Recommending the draft budget and the key communication resources necessary for the implementation of the new Corporate Communications Strategy;
- Preparing detailed work plans, budgets and monitoring and evaluation (M&E) Framework for the Corporate Communication Strategy.

### **2.3 Results to be achieved**

Working under the direct supervision of the Office of the Secretary-General (OSG), the following results are to be achieved:

- a) Analysis of the strategic communications context for the OACPS;
- b) Drafting of a detailed and comprehensive Corporate Communications Strategy for 2023-2025, incorporating change management, internal and external communications, media, marketing and stakeholder relations;
- c) Preparation of detailed annual work plans for the Corporate Communications Strategy for 2023-2025.

## **2.4. Specific activities**

- a) Prepare and deliver a Plan of Action for the assignment including timeline;
- b) Analyse the current corporate context and environmental scan – on the basis of the existing Communications Plan, Strategic Plan and revised Georgetown Agreement;
- c) Liaise with management, relevant staff and stakeholders of the OACPS;
- d) Present interim report to supervising agency as determined in 2.4A;
- e) Present drafts of the project deliverables;
- f) Revise the deliverables as per the feedback received;
- g) Delivery and presentation of the final deliverables.

## **2.5 Language of the specific contract**

The final report and deliverables must be submitted in both English and French.

## **3. CONSULTANT'S PROFILE**

The assignment may be implemented by an individual consultant or consulting agency. The qualifications for the lead consultant are as follows:

### ***Qualifications and skills***

- a) A minimum of a Masters degree in Corporate Communications; Journalism; Corporate Change Management, Marketing or equivalent;
- b) Fluent in English or French (written and spoken) with a working knowledge of the other language. A knowledge of another official language of the OACPS will be an asset;
- c) Proven experience in Communications Planning, Monitoring and Evaluation;
- d) Prior experience of working in any of the six regions of the OACPS;
- e) Excellent reporting and communication skills.

### ***General professional experience***

- a) Must have a minimum of 10 years of relevant professional experience in the fields of Corporate Communications; Journalism; Corporate Change Management, Marketing;

- b) Sound knowledge of global development issues, North-South cooperation and South-South cooperation;
- c) Experience of working with various stakeholders in a multi-cultural context;
- d) Thorough knowledge and experience of International Development issues.

#### ***Specific professional experience***

- a) Must have experience in working for regional or international organisations;
- b) Good knowledge of OACPS-EU issues (political, economic and social) and global development issues of concern to Members of the OACPS;
- c) Must be knowledgeable of the media environment within the OACP-EU environment.

## **4. LOCATION AND DURATION**

### **4.1 Foreseen starting period**

The Consultant is expected to be mobilised immediately from the signature of the contract. The foreseen starting date of the assignment is 01 July 2022.

### **4.2. Foreseen finishing period**

The assignment should be finished within two (2) months after the starting date.

The consultant is expected to work at his/her workplace/virtually.

### **4.3 Missions**

There are no foreseen missions for the assignment. *(a provision may be made for one or two visits to the Secretariat for the initial orientation meeting and/or the presentation of the final report)*

## **5. REPORTING**

### **5.1 Reporting requirements – See annex 1 of the Terms of Reference**

The Consultant will submit the following reports in English or French:

- i. Plan of Action/Initial Report of the proposed approach to the project;
- ii. Drafts of the project deliverables: Corporate Communications Strategy including the Analysis document and the Work Plan.

- iii. Finalised project deliverables: Corporate Communications Strategy including the Analysis document and the Work Plan.

## **6. MONITORING AND EVALUATION**

### Definition of indicators

- Timely submission of all draft reports to the Contracting Authority;
- Faithful compliance with the milestones and activities programmed in accordance with the schedule of activities;
- Justification, structure and coherence of the draft report and deliverables.

## **7. ADMINISTRATIVE INFORMATION**

7.1. The maximum budget of this fee-based contract is **EUR 20 000 EUR**.

7.2. Interested parties are required to submit a letter indicating availability and suitability for the assignment, the CV of the main consultant, a budget and a two-page methodology statement to [press@acp.int](mailto:press@acp.int).

7.3. The deadline for applications for the short-term consultancy is 24:00 (CEST), 3 June 2022.

## **8. CONTACT INFORMATION**

For any clarification and information, please contact the following persons:

Mr Andrew Bradley: [andrew.bradley@acp.int](mailto:andrew.bradley@acp.int).

Ms Karen Hackshaw: [karen.hackshaw@acp.int](mailto:karen.hackshaw@acp.int).

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**Required reports and deliverables**

<b>Title</b>	<b>Content</b>	<b>Deadline for Submission</b>
Initial Report	<ul style="list-style-type: none"> <li>• Consultant’s understanding of the assignment</li> <li>• Methodology</li> <li>• Tools, data sources, proposed procedures to be used in the preparation of the strategy</li> <li>• Schedule of tasks, activities, timeline, deliverables and identification of key issues.</li> </ul>	10 days + 2 days to incorporate comments
Interim Report	<ul style="list-style-type: none"> <li>• Conclusions and recommendations to be presented during a validation meeting to be organised midway through the assignment, as outlined in the Initial Report</li> <li>• Executive Summary describing the activities carried out, the main results, conclusions and recommendations to date.</li> </ul>	Midway through the assignment, as identified in the Initial Report + 2 days to incorporate comments
Draft Final Report	<ul style="list-style-type: none"> <li>• Delivery of hard and soft copies of the Draft Final Report, including drafts of the Communications Strategy Documents in either French or English to the Secretariat within the stipulated time frame.</li> </ul>	Two weeks prior to the end of the assignment
Communications Strategy including Analysis Document and Work Plan	<ul style="list-style-type: none"> <li>• Delivery of the final version of the Communications Strategy and accompanying documents in French and English in both soft and hard copy.</li> <li>• One-page Executive Summary of the documents.</li> </ul>	10 working days to deliver final versions of all documents, incorporating all comments.