

## **AU-IBAR**

### **Program Assistant - Communications and Visibility (Level P1)**

#### **Terms of Reference**

**Location:** Nairobi, Kenya. African Union – InterAfrican Bureau for Animal Resources (AU-IBAR)

**Organization:** African Union Commission (AUC)

#### **AU Values**

- Respect for Diversity and Team Work
- Transparency and Accountability
- Efficiency and Professionalism
- Think Africa Above all
- Integrity and Impartiality
- Information and Knowledge Sharing

#### **Organization Information**

**Reports to:** The Project Officer, Resilient African Feeds and Fodder Systems (RAFFS) Project, and the AU-IBAR Senior Knowledge Management Officer

**Directorate/Department:** Agriculture, Rural Development, Blue Economy and Sustainable Development (DARBE)

**Division:** AU-IBAR

**Number of Direct Reports:** 0

**Number of Indirect Reports:** 0

**Job Grade:** P1

**Number of Positions:** 01

**Contract Type:** Short Term/Consultancy

**Location:** Nairobi, Kenya

#### **Purpose**

The African Union Inter-African Bureau for Animal Resources (AU-IBAR) is a specialized technical office of the Department Agriculture, Rural Development, Blue Economy and Sustainable Environment (DARBE) of the African Union Commission (AUC). The vision of AU-IBAR is: “An Africa in which animal resources contribute significantly to integration, prosperity and peace”. Its Mission is: to provide leadership and integrated support services for the development of animal resources in Africa.

AU-IBAR’s mandate is to support and coordinate the sustainable development and utilization of animal resources (livestock, fisheries and wildlife) to enhance nutrition and food security and contribute to the wellbeing and prosperity of the people in the Member States of the AU. AU-IBAR is the main vehicle for the AU to develop appropriate and independent expertise to support and coordinate the sustainable development and utilization of animal resources to enhance food and nutrition security and contribute to the wellbeing and prosperity of the people in the AU Member States.

AU-IBAR is implementing an emergency 3-year action, funded by the Bill and Melinda Gate Foundation, titled “Evidence Driven Short Term Solutions to Build Resilience and Address the Adverse Effects of Crises on African Feed and Fodder Systems”, with a short title ‘Resilient African Feed and Fodder System (RAFFS) Project’. The purpose of the RAFFS action is “to understand the impact of the Triple Global Crises (3C’s: Climate-Change, Covid-19, and the Russia-Ukraine Conflict Crisis) on feed and fodder systems, and to build systematic capacities for data analytics for evidenced based decision making; policy, regulatory and institutional reform; and promotion of viable business and partnership models and solutions to address the vulnerabilities of Africa’s feed and fodder systems.

**The Project Goal is** “To respond to the worsening food and nutrition security occasioned by recent crises that have negatively impacted on African feed and fodder systems and production of animal sourced foods.”

**Purpose:** To harness evidence driven solutions for short term interventions to enhance access to affordable and quality feed and fodder critical to ensuring sustainable production of animal sourced foods

The **Program Assistant - Communications and Visibility** will support the delivery of communication, visibility and advocacy for the Resilient African Feed and Fodder Systems Project through coordination, advocacy, planning and implementation of the Project Knowledge Management, Communications, Visibility and Advocacy Strategy.

### **Main Functions**

The position of the **Program Assistant - Communications and Visibility** will provide support to the Resilient Feed and Fodder Systems Project and work under the Project Coordinator and closely with the Senior Knowledge Management Officer AU-IBAR to undertake the following responsibilities:

### **Specific Responsibilities**

- Implement the RAFFS Project Knowledge Management, Communications, Visibility and Advocacy Strategy and Plan.
- Design, roll out and manage a continental advocacy campaign to create high visibility for the Policy Framework for Economic African Feed and Fodder Sub-Sectors and Agro-Industries (PFEAFF) and reporting on feed and fodder under the Kampala Declaration Biennial Review Report.
- Lead the process of identification, articulation and dissemination of narrative and key messages that are aligned to the delivery of the RAFFS Project objectives, and desired outcomes and impact.
- Communication to support behaviour change to enhance response and change in practice related to emerging narrative and best practice for better results in the feed and fodder sector.
- Contribute to content on feed and fodder on the Resilient African Feed and Fodder Systems Project Microsite, and Online Community platform.

- Develop and maintain Media relationships and build capacity of relevant media organizations, journalists and science communicators at continental, regional and national levels.
- Facilitate the usage of communication platforms and tools and conducting training activities for various internal and external stakeholders.
- Work closely with Senior Knowledge Management Officer to capture, document and package information and knowledge, in the form of lessons learned and best practices, success stories, and data visualisation.
- Develop communication materials, including the Feed and Fodder business and industry journals and manage their dissemination widely among target groups through a wide array of online platforms, social media channels, multimedia productions, knowledge fairs and exhibitions, radio, television and media networks.
- Provide support to stakeholders in advancing good communication practices to enhance the visibility of feed and fodder resources development activities across the continent.
- Promote the visibility of the RAFFS Project, the project donors and implementing partners through various communication outputs and platforms, working closely with the graphics designer.
- Submit a monthly progress report on the implementation of this contract.

## **Requirements**

### **Academic and Professional Qualifications**

- A minimum of a university degree in either Communications, Science or Development Communications, or Journalism.
- A relevant Master's Degree will be considered as an added advantage.

### **Relevant Experience**

- Minimum of five (5) years' experience working in developmental projects, with in the public and private sector;
- Experience working in development agencies beyond national level, at regional and or continental levels;
- Demonstrated experience in conducting and managing a large-scale advocacy campaign, and generating advocacy messages tailored to elevate narrative and persuade target audiences for policy and institutional change;
- Demonstrated capacity in developing, designing and implementing evidence-based comprehensive social and behaviour change communication programmes, preferably in the agriculture or livestock sector.
- Evidence of engagement and relationships with media associations, or science media supporting agricultural or animal resources or environment and relevant cross-cutting issues. Specific experience in feed and fodder programmes will be an added advantage;
- Demonstrated experience in knowledge synthesis; content management and communication packages for target audiences;
- Demonstrated experience in use of communication and knowledge management tools, and production of reports, newsletters, and multimedia products; and

- Proven sector-level engagement and understanding of feed and fodder, resilience, animal resources development would be an advantage.

### **Required Skills**

- Good networking skills and ability to maintain positive and constructive dialogue and relationships with key institutions operating in different regions;
- Self-starter with the ability to strategically plan own work and follow-up on implementation;
- Sector related project development, management and implementation of communication strategies at national, regional and continental levels;
- Very strong writing, analytical and communication skills are necessary;
- Ability to complete assignments and tasks on time; and
- Demonstrated ability to provide strong leadership and foster team environment is required.

### **Competences:**

- Strategic Perspective
- Skills Development
- Change Management
- Managing Risk
- Building Relationships
- Learning Orientation
- Communicating with Impact

### **Functional Competencies**

- Conceptual Thinking
- Knowledge and information sharing
- Drive for Results
- Fosters Innovation

### **Duration of The Consultancy**

The appointment will be made on Consultancy contract for a period of six (6) Months; renewal is subject to satisfactory performance and deliverables, and availability of funds.

### **Gender Mainstreaming**

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.

### **Languages**

Proficiency in one of the AU working languages (Arabic, English, French, Kiswahili, Portuguese, and Spanish) and fluency in another AU language is an added advantage.

### **Evaluation Criteria**

<b>Criteria</b>	<b>Scores (%)</b>
Qualifications	10

General Experience	30
Skills and competencies	50
Language	10
<b>Total</b>	<b>100</b>

### **Remuneration**

The monthly remuneration for this Consultancy as per the **AU Salary Grade at P1 Step 8 (Local)**. Expenses for travel outside the duty station agreed with AU-IBAR, will be covered separately in accordance with the applicable African Union Commission rules and regulations.

### **Medical and Travel Cover for Consultant**

The consultant will be responsible for his/her medical and travel insurance cover/s during the duration of the consultancy.

### **Duty Station**

The consultant will be stationed in AU-IBAR offices in Nairobi, Kenya. Applicants should ensure that they have the capacity (logistics, permits etc.) to undertake this assignment from Nairobi. Travel on specific assignments will be agreed with the AU-IBAR Management.

### **Supervision and Reporting**

The successful candidate will be under the direct supervision of the RAFFS Senior Project Officer and overall supervision of the Director of AU-IBAR.

### **Submission of Applications**

Applications should be submitted through email to: [procurement@au-ibar.org](mailto:procurement@au-ibar.org) with a copy to should include the title **“Animal Production, Natural Resource Management & Resilience Expert”** in the subject of the email.

### **Application Deadline**

Applications should be submitted to the address given above by **23:45, 23rd October 2025**, Nairobi local time.

Applications should include the following:

- a) *A Letter of Interest highlighting competence and suitability for the Position*
- b) *Detailed curriculum vitae*
- c) *Copies of academic and professional qualifications*
- d) *Completed declaration on exclusion criteria in the format attached*
- e) *Copies of identification documents*

A Personal Data Protection and Privacy Statement is also attached as information for the applicants.