



Nile Basin Initiative

Terms of Reference

Consultant Website Editor / Communications Assistant – National Position

1.0 Introduction

The Nile Basin Initiative (NBI) is a transitional intergovernmental partnership led by 10 Member States: Burundi, DR Congo, Egypt, Ethiopia, Kenya, Rwanda, South Sudan, The Sudan, Tanzania, and Uganda. Eritrea participates as an observer. The partnership was established on 22nd February 1999 and is guided by a **Shared Vision Objective**: *‘To achieve sustainable socio-economic development through equitable utilization of, and benefit from, the common Nile Basin Water resources’*. To achieve the Shared Vision Objective, NBI implements three core functions:

Basin Cooperation -To facilitate, support and nurture cooperation amongst the Nile Basin countries so as to promote timely and efficient joint actions required for securing benefit from the common Nile Basin water resources.

Water Resource Management - To assess, manage and safeguard the water resource base that supports the peoples of the Nile Basin through applying the principles of knowledge-based integrated water resources management to water development planning and assessment

Water Resource Development - To identify, prepare and facilitate investment in regional/trans-boundary water development projects and programs whilst avoiding negative impacts on the health of the Nile Basin’s resources through applying the principles of integrated water resources management.

2.0 Assignment

With a soon to be launched new website of the NBI Integrated Knowledge Portal (ikp.nilebasin.org), the NBI Secretariat will over the next year require support from a Website Editor to generate content and manage the NBI’s online communications, with a particular aim of communicating the rich body of technical content generated and newsworthy events held by NBI and its member states. He/she will be a core member of the Secretariat’s communication team. Working under the supervision of the Regional Communications Specialist, he/she will be responsible for the following:

2.1 Website Editing

- Responsible for day-to day uploads on the NBI website of communication products/ stories / news.
- Assist the RCS to supervise web designer and administrator to facilitate ikp.nilebasin.org to develop into a high-quality, state-of-the-art website, visually appealing and rich in technical content
- Independently generate and source content for the NBI website (Drupal CMS)
- Compose regular news stories for the website and ensure their dissemination

- Liaise closely with technical teams in NBI to ensure technical reports, data and knowledge generated within NBI is effectively and prominently presented on the website
- Update content for the NBI website on a regular basis, based on events, publications etc.
- Identify and coach content contributors, edit copy received from content contributors
- Coordinate with communications teams across all three NBI centres to effectively manage content generation and dissemination through the
- Generate monthly analytics reports

2.2 Social Media

- Develop content for and provide regular updates for the different social media accounts, based on the technical content and news being made available on the website
- In consultation with Communication Specialist and other staff, respond to comments and inquiries for additional information on the social media platforms
- Connect and initiate strategic alliances with regional and national NBI stakeholders, particularly where (potential) joint events, projects or publications are concerned
- Monitor on-line traffic to assess and analyse NBI social media platforms and document good practices related to communicating technical content (on a quarterly basis)
- As required, provide on-site communication coverage to NBI events with near real-time posting of news, press releases, blogs, social media entries, etc.
- Support Organisation and implementation of social media campaigns to raise traffic and awareness (e.g. competitions on issues/topics relevant to NBI's work)
- Improve work-flow and process related to social media, website management and posting

2.3 General support to communications unit

- Provide support in the production and dissemination of targeted information, communication and visibility products, for print and online use
- Liaise with technical staff at the Secretariat for news-worthy content/opportunities and generate press releases, press briefings, infographics or more – to be published both on the website and social media channels, as well as disseminated to media houses across the basin
- Support the organisation and coverage of press conferences, press briefings and media coverage
- Identify relevant Media/Communications opportunities to promote the work of NBI
- Weekly tracking of media coverage on Nile Basin issues, plus generation of content that strategically reacts to current trends and narrative in the media
- Maintain photo and video repository for efficient reference and use across online communication channels, as well as publications

3.0 Qualifications, knowledge, skills and experience required

- Bachelors Degree or higher in Mass Communications, Journalism or any related field
- At least five years established track record in writing content either in a journalistic or development/corporate communication context
- At least three years of experience in managing and editing websites. – Please provide links to currently managed websites/screenshots/work samples of previous work and a list of Content Management Systems you can operate as a back-end editor. Demonstrated technical ability to handle back-end of website CMS will be a core requirement in the selection process. Experience working with Drupal CMS used at NBI is an advantage
- Demonstrated ability to distil clear messages from technical documents, as well as excellent analytical skills – please provide work samples
- Interviewing skills, experience in video recording and editing is an advantage

- Demonstrated experience generating analytics reports for websites and social media
- Familiarity with Nile Basin issues is an advantage
- Fluency in English, knowledge of French is an asset

4.0 Key Relationships:

- Regional Communication Specialist at Nile-SEC
- Regional Stakeholder Participation Specialist at Nile-SEC
- Program Officer at Nile-SEC
- National Desk Officers in the Ministries in charge of Water Affairs in the NBI Member State
- Communication Officers of the in Ministries in charge of Water Affairs in the Member State

5.0 Duration

The consultancy will run for a total of up to 6 months, between December 2021 and June 2022.

6.0 How to apply

Please submit your Curriculum Vitae and application letter with links to organisational online platforms/website managed to the contact below, latest 15th December 2021

The Executive Director

Nile Basin Initiative Secretariat

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