

Nile Cooperation for Climate Resilience (NCCR) Project

TERMS OF REFERENCE

Consultancy: Individual consultant to conduct social media awareness training for Executives and professional staff at Nile Basin Initiative

Location:	Addis Ababa
Type of contract:	Individual contract
Language required:	English
Starting date:	Last week of March – first week of April 2025 in Addis Ababa
Duration of initial contract:	1 month (30 days)

1. Background

More than half a billion people across 11 countries in Africa depend on the River Nile and its countless resources. But while continent's population is surging – and is expected to reach one billion in 2050 – the river remains a limited unit whose users often have conflicting interests.

Against this reality, ten riparian countries – Burundi, DR Congo, Egypt, Ethiopia, Kenya, Rwanda, South Sudan, Sudan, Tanzania, and Uganda – established the Nile Basin Initiative (NBI) on 22 February 1999 as a regional intergovernmental partnership that seeks to develop the River Nile in a cooperative manner, share substantial socio-economic benefits and promote regional peace and security. The Member States arrived at a Shared Vision of a sustainable socio-economic development through the equitable utilization of, and benefit from, the common Nile Basin water resources and selected three functional areas that have been guiding NBI's work over the last 25 years: i) Facilitating Basin Cooperation ii) Water Resources Management and iii) Water Resources Development.

At this critical time of transition, since a cooperative treaty came into force on 13 October 2024, the NBI is cognizant of the fact that the strategic communication industry faces challenges, in part because the world is saturated with competing sources of information.

In seeking to draw attention to the benefits of cooperating and the downside of non-cooperation around the world's longest river, **NBI desires to capture the attention of stakeholders and wider audiences through impactful messages and storytelling, while optimizing the use of its Communications resources. NBI seeks to empower its staff and with skills and knowledge to engage stakeholders effectively through social media.** This as the organization finalizes its new Communications and Stakeholders Engagement (CSE) Strategy (2025-2029), which places staff among its key audiences but also agents and ambassadors of the organization.

2. Objectives of the Assignment

NBI is looking for an individual consultant to plan and deliver a 1-day training for the staff and NBI executives on social media awareness and practice, preferably between the last week of March and the first week of April 2025 in Addis Ababa.

This consultancy will

- i) introduce a class of professional staff to Corporate Communications via social media (Half day at most, approximately 25 staff)
- ii) train 3 senior executives and 3 Communications staff at NBI centres in the practice of Social Media Communications (half day at most)

The assignment will require practical exercises in how to develop and deliver impactful messages, preferably multi-multimedia, in line with NBI's new CSE strategy.

3. Scope of Work and technical specifications

- The training will focus on a minimum of
 - building awareness, latest trends in 2025, tools and tactics, risk and account management in basin or similar organizations (all 25 staff)
 - practicals in creating and confidently delivering effective and impactful messages for NBI and Nile Cooperation, plus the art of storytelling (Executives and Communications focals).
 - Preference is multimedia content creation.

4. Expected Outputs

At the end of the exercise, the executives will achieve the following for effective stakeholder engagement:

- a greater understanding and appreciation of alternative media, particularly social media in corporate communications especially for basin organizations.
- practical application of social media skills and knowledge for senior and Communications staff regionally for Nile Cooperation.
- Greater skill and awareness for engaging a wide range of stakeholders in a competitive media sphere.

5. Deliverables, Timelines and Payment distributions

The assignment is expected to take approximately **7 working days** spread over a period of 1 calendar month (30 days). Payment of total budget will be processed upon delivery of the following products along with invoices as shown in Table 1:

Table 1:

	Key Deliverable	Due Date	Payment
1	Inception report: Outline of course/workshop content, structure and execution plan	1 week after signing contract	10%

2	Training workshop (1 day preferably in 1st week of April, 2025 in Addis Ababa)	3 weeks after signing contract	50%
3	Final Report and participants' feedback.	4 weeks after signing contract	40%
	Total	1 Month	100%

7. Qualifications and experience

- The minimum of a bachelor's degree in Media Studies, Digital Journalism, or Humanities from a recognized university.
- At least four years' experience in social media in Corporate Communications
- Minimum of 1 year's experience in social media training and executing workshops for top executives in international or basin organizations.
- Knowledge of and exposure to the Nile Basin Initiative and its mission is a great advantage
- Demonstrated cultural competence with knowledge of cultures and values in the Nile Basin.
- Fluency in English language.

8. Application Requirements

- Concept note on how the assignment could be executed in line with the Terms of Reference.
- CV of the consultant including three referees and evidence of similar assignments conducted in the past with NBI or other river basin organizations
- Any other information deemed relevant to demonstrate experience and capacity to execute the assignment.

9. Terms of engagement and payment modalities

1. The consultants will be recruited on **part time basis**.
2. The consultant shall sign a contract with the NBI Secretariat and will be paid **professional fees per man-days** in accordance with agreed deliverables and the negotiated and agreed rates.
3. The consultant will work closely with the Regional Communication and Stakeholder Engagement Specialist based at the NBI Secretariat, who will also be the **contract supervisor**. Non-exhaustive list of deliverables is outlined in Table 1
4. The cost for official travels, if any, shall be reimbursed at the cost of economy class tickets and any additional expenses approved by the contract supervisor.

10. Operational procedures

It is the responsibility of the consultant to adhere to the World Bank Operation Procedures for environmental and social safeguards to ensure that their activities together with the people accompanying him/ her in the field work during the execution of this assignment do not pollute the environment or encourage gender-based violence and child labour. The

consultant shall observe work safety & occupational hazards guidelines during this consultancy.

11.How to Apply

Interested individual consultants who meet the requirements should submit an electronic application to the Executive Director of NBI, attention to procurement officer at Email : **wrmconsult@nilebasin.org in Entebbe/Uganda, no later than 12:00 pm (Local time in Entebbe, Uganda) 27th March , 2025**, with the mention of: “Individual consultant to conduct online course for stakeholder engagement” under the (World Bank funded) Nile Cooperation and Climate Resistance project. **Women are strongly encouraged to apply.**