

Global Water Partnership Eastern Africa

Terms of Reference

Position: Consultant – Communications and Visual Design for Global Water Partnership Eastern Africa

Duration: June – December 2025 (35 working days)

Duty Station: Remote, with possible travel to Entebbe, Uganda

Reports to: Regional Coordinator, GWPEA

Contract Type: Individual Consultancy

1. Background

The Global Water Partnership Eastern Africa (GWPEA) is a regional arm of the Global Water Partnership (GWP) network. GWPEA supports countries in sustainable and integrated water resources management (IWRM). In line with strengthening its visibility, knowledge sharing, and strategic communication, GWPEA seeks a qualified consultant to support its communications and visual design efforts across ongoing and planned programs.

2. Objectives of the Assignment

To enhance communication, awareness, visibility, and documentation of GWPEA's work, the consultant will support the production of content and visuals and contribute to communication strategies.

They will also strengthen media and stakeholder engagement while providing knowledge management and documentation services.

3. Scope of Work

A. Communications Management

- Develop, write, and edit public awareness materials including newsletters, press releases, publications, brochures, PowerPoint presentations, and media briefs.
- Coordinate and manage all GWPEA publication activities: content planning, editing, design, print production, and dissemination.
- Arrange outsourcing as necessary (e.g. editorial, translation, graphic design, and printing).
- Create and engage a regional journalistic/media network to support water knowledge sharing.
- Manage media relations and partnerships with journalists.
- Maintain and update the GWPEA website and GWPEA platform content.

- Support Country Water Partnerships (CWPs) with consistent branding and communication support.
- Facilitate GWPEA's presence at regional/global events, ensuring visual and brand consistency.
- Maintain electronic stakeholder distribution lists and oversee the communication budget.

B. Drawing and Visual Design

- Produce infographics, illustrations, visual reports, diagrams, and templates to simplify technical and strategic information.
- Design visual products to support communication materials, including event branding, banners, reports, and social media cards.
- Support knowledge products with attractive, accurate visual storytelling and layout.
- Develop visual summaries (e.g., visual harvesting) for workshops and key meetings.

C. Documentation, Knowledge Building and Dissemination

- Document GWPEA's work (lessons, success stories, innovations) in multiple formats.
- Use diverse media tools, including social media and photo documentation.
- Oversee website content planning and coordination with IT/web teams.
- Organize training/coordination sessions for CWPs and programme staff on communication standards and tools.
- Participate in global GWP communications exchanges and contribute lessons and content.
- Strengthen GWPEA's internal knowledge management and dissemination mechanisms.

4. Deliverables

- Communications work plan outlining key outputs and timeline.
- A minimum of 10 communication/visual products (e.g. designed publications, illustrations, media briefs, website content updates).
- Monthly progress reports (brief updates on tasks and time used).
- Final summary report at the end of consultancy with highlights and recommendations.

5. Duration and Timeframe

The assignment will cover 35 working days from June to December 2025, with a flexible work schedule responsive to GWPEA needs.

6. Qualifications and Experience

- Master's degree in Communications, Media Relations, Journalism, or related field.
- At least 5 years of experience in communication and design, preferably in a development or international context.
- Strong ability to communicate complex technical concepts into simple, accessible messages.

- Ability to work in dynamic environments and manage multiple tasks simultaneously.
- Sound understanding of water, climate, or development sectors is an advantage.
- Strong interpersonal, analytical, and project management skills.
- Proven experience in graphic design and layout using Adobe Creative Suite or similar tools.
- Excellent written and verbal English; knowledge of French is a strong advantage.
- Experience managing media relationships and knowledge platforms is a plus.

7. Application Process

Interested candidates should send the following by **18th June 2025, no later than 5:00 PM EAT**, to **gwpvacancy@nilebasin.org**, with the subject line: **“Application – Communications and Visual Design Consultant (June–Dec 2025)”**:

- A cover/motivation letter
- Updated CV
- Technical proposal (1–2 pages) outlining understanding and approach
- Financial proposal with daily rate
- Samples or links to similar past work