

TERMS OF REFERENCE

DIGITAL COMMUNICATION CONSULTANCY SERVICES

1. INTRODUCTION

Officially launched on June 1, 2012, the African Guarantee Fund (AGF) is a Pan-African non-bank financial institution created by the African Development Bank (AfDB), the Danish International Development Agency (DANIDA) and the Spanish Agency for International Development Cooperation (AECID). It was recently joined by the French Development Agency (AFD) and the Nordic Development Fund (NDF). AGF's primary mandate is to assist financial institutions in Africa to scale up their SME financing through the provision of partial loan guarantees and capacity development assistance. It seeks to bridge the gap – currently estimated at USD 150 billion – between Financial Institutions and SMEs. Its products and services provide financial institutions with the means which they can leverage in bringing their African SME financing interventions to the required scale.

AGF contributes to the promotion of economic development, vital for prosperity, stability and poverty reduction in Africa through two lines of activity:

a) Provision of a mix of financial guarantees and other products which reduce the risks supported by the financial sector when lending to SMEs that have insufficient collateral. These guarantees contribute to reduce the inability of SMEs to provide acceptable guarantees to financial institutions. Loan Guarantee based on a hybrid approach, Bank's Fund Raising Guarantee and Equity Guarantees are offered.

b) Support for capacity development of the client financial institutions.

AGF operates according to market principles and is a commercially viable venture with operations in a number of countries in Africa and its gradually expanding to other countries to cover the whole of Africa.

In November 2017 AGF was assigned a rating of 'AA-' by globally renowned FitchRatings Agency. This is the first time a guarantee fund in Africa has been assigned this status and the second Africa-based Financial Institution – after the AAA of African Development Bank – to be recognized in this way.

2. OBJECTIVES OF AGF

As a private company with a development mandate assigned to it by its founders/shareholders, the African Guarantee Fund has the following strategic objectives:

1. To develop business partnerships with financial institutions to operate risk-sharing financial guarantees targeting SMEs;
2. To build AGF as a profitable and self-sustaining financial institution;
3. To support capacity development of participating Financial Institutions and SMEs in critical technical and managerial gaps to mitigate risks associated with the guarantee utilization.

3. OBJECTIVES

3.0 GENERAL OBJECTIVES

- The Digital Communication Consultant will be responsible for the timely management of AGF's digital platforms in line with the organisation's mandate. These platforms include AGF's website and current social media and other digital spaces.
- The Digital Communication Consultant will work to maximise the benefits of online media channels in line with AGF's strategic goals. He/she will work collaboratively with AGF staff to effectively reach target audiences with priority messages through AGF's website, email communications, and social media.
- The Digital Communication Consultant will coordinate the use of online and digital media channels in a complementary role to other aspects of a comprehensive communications plan, and propose new digital technology as it complements AGF's organisational strategy.
- The successful candidate will help create and collaborate on the design and production of a broad range of web and electronic communication content, including managing and/or designing graphics and multimedia products. ***Being a Pan-African institution, consideration must be made for AGF's English-speaking and French-speaking audiences.***

3.1 SPECIFIC OBJECTIVES

Working together with the Communication Officer, the objectives of the Digital Communications Consultant are as follows:

- Online content production ensuring that AGF's website meets high standards of editorial quality, timeliness, accuracy, user experience and search engine optimization; additional focus on issues related to SME financing and follow online conversations that may be of interest to AGF.
- Support the creation and use of a workable protocol for AGF's digital spaces and advise on best practices and tools for effective maintenance of the platforms.
- Design of basic graphics for web, e-blasts, and social media and support layout and design of AGF's publications and marketing materials.
- Data generation and analytics reports as requested for the AGF website and social media.
- Active support of the content migration to AGF's new website.
- Production of interview web videos using basic video and audio editing skills.
- Management of AGF's photo archives

4. METHODOLOGY

This assignment will require a variety of approaches and skills for maximum impact. It shall involve:

- Review of AGF's online presence and approach
- Content planning, development and monitoring via various digital platforms
- Periodical monitoring of AGF's website and social media platforms; liaising with AGF's media intelligence service provider for insights
- Provide a better understanding of AGF's social media audience and how to better engage them as appropriate
- Research in order to provide feedback on trends, insights and best practises advice to the AGF Communication team
- Boosting budgets for social media and SEO optimisation shall also need to be planned for and included in the proposal
- Due to the engaging nature of the assignment, it is preferable for the Consultant to be

available to come into the AGF offices periodically.

5. SCOPE OF WORK

- The assignment will focus primarily on AGF's online/internet-based platforms and span the organisation's needs arising from its offices in Nairobi, Kenya and Lomé, Togo.

6. DURATION OF THE ASSIGNMENT

The assignment is expected to last for 12 calendar months with a possibility of renewal upon successful execution.

7. DESIRED QUALIFICATIONS AND EXPERIENCE

The assignment will be undertaken by a communication/graphic/web consultant who will be responsible for the overall delivery of the objectives. The desired qualifications and experience are as follows:

- Bachelor's degree in a relevant field required. Relevant fields include journalism, communication, public relations, marketing, and graphic design. Interest in the finance sector, particularly in relation to African SMEs a plus.
- Fluency in English and French.
- At least three years' experience as a web content creator, digital marketing specialist, graphic designer or social media specialist.
- The AGF website will soon be transferred to a Drupal platform, so knowledge of web content management systems, especially Drupal, a basic understanding of HTML, and a working knowledge of user experience, search engine optimisation, and website best practices will be valuable in this role.
- Familiarity with Google Analytics, AdWords, and Webmaster.
- Good knowledge of graphic design and basic video editing.
- Experience writing web-based multimedia news stories, blog posts, and/or marketing content.
- Experience helping to manage an organisation's presence on the web and social media (e.g., Twitter, Facebook, LinkedIn, YouTube, Google+).
- Demonstrated experience with online communication channels and digital media, and strong understanding of their complementary role in larger, comprehensive communication planning.
- Excellent collaboration skills, particularly in soliciting and incorporating critique and feedback from multiple stakeholders.

8. IN-HOUSE SUPPORT

The Consultant will get support by AGF's Communication staff and service providers, including facilitation of processes and providing information as appropriate.

9. KEY DELIVERABLES

- AGF's website updated and managed in a timely manner with relevant content
- Design of high quality marketing and communication materials including infographics, quote cards, reports and others as needed
- Updated system for archiving AGF's electronic content including images, video
- Proposed solution to integrate AGF's media intelligence with its online platforms

10. MODE OF APPLICATION

Interested consultants with the required qualifications and experience should submit their expressions of interest and budget to the following address: info@africanguaranteefund.com on or before 17.00 hours – **January 26, 2018**