

TERMS OF REFERENCE

MEDIA and COMMUNICATIONS CONSULTANT FOR AFRICAN TAX ADMINISTRATION FORUM

1.0 BACKGROUND

The African Tax Administration Forum (ATAF) is a platform for promoting and facilitating cooperation among African Tax Administrations and other relevant and interested stakeholders with the aim of improving the efficacy of their tax legislation and administration. The tax administrators from all over Africa are set to meet from 19th to 22nd September 2017 in Abuja, Nigeria under the auspices of ATAF which will hold its 3rd International Conference on Tax in Africa (3rd ICTA).

The conference will bring together Heads and Senior Officials of African Tax Administrations and Ministries of Finance, representatives of international and continental organizations, development partners, the private sector as well as academics.

Communication plays a critical role within ATAF. Communication is integral to the ATAF processes and central to bringing to life the organizational communications strategy: The strategy would provide members and donors with information as a tool to help them help themselves. For ATAF communication to move beyond sharing information to spurring large-scale action, connections need to be made with member counties.

2.0 OBJECTIVES AND SCOPE OF THE ASSIGNMENT

ATAF is seeking the services of a consultant, for a period of three months to strengthen and assist with new and ongoing media and communications at the 3rd ICTA conference in Nigeria.

The specific objectives of this assignment are:

- To fully understand ATAF communications requirements
- To manage the communication and media requirements at the 3rd ICTA conference
- To write clear and concise activity plans for several communications activities
- To design and implement a social media strategy with the aim of creating awareness prior to, during and after the event
- To manage the social media platforms and updates thereof
- To assist in editing, design and production of ATAF communication materials
- To manage the logging and physical archiving of ATAF materials
- To assist in the maintenance and updating of ATAF electronic media (website and social media)

3.0 SPECIFIC ACTIVITIES

1. African Tax Administration Forum 3rd ICTA conference: Assist in the editing and design, printing and distribution of the African Tax Administration Forum 2nd ICTA conference Report

2015; assist in the conceptualization, planning and development of related popular communication materials for distribution around the event; plan all media engagement including appearances on radio, TV and interviews in print for all ATAF spokespersons around the date of the event

2. Audio Visual production: Oversee the development of a short audio-visual communicative piece highlighting the evidence and sparking debates to be shown at the event;
3. Documentation & Branding: Assist in the conceptualization and writing of the activity memo to have a visual toolkit on the ATAF processes developed; provide editing support on quarterly and half year reports; write stories, press releases and news about the latest ATAF news and events to be placed in the national media as well as on the ATAF websites; manage all logging and physical archiving of all ATAF communications materials in preparation for the move to the venue; manage the visual branding of ATAF in the venue
4. Social Media Platforms: Manage the development of an ATAF-specific social media platforms with identified partner organizations; develop organizational guidelines for all messages sent by ATAF through the platforms
5. Participate in all communications-related planning meetings both internally and externally, taking minutes where necessary

4.0 PROCESS, REPORTING AND TIMEFRAME

The Consultant will work closely with the Executive Secretary, Director – Management Support, ICT Manager and will report to Director – Management Support of ATAF. In addition, the Nigerian Country Coordinators and the Communications Officers will be the consultant’s main liaisons. At key moments, the consultant may be asked to engage with other senior staff and ATAF development partner organizations.

The Consultant is expected to provide substantive progress reports bi-weekly. Work space will be provided at ATAF offices in Hatfield Pretoria, as well as logistical support to travel as needed, in accordance with its rates and policies.

5.0 WHAT ARE WE LOOKING FOR?

ATAF is looking for a competent, results-oriented, focused and thoughtful consultant. Specific attributes that we will look for include:

1. Specialization in communications and/or communication management, journalism, media relations, or similar discipline;
2. Possession of a university or college degree in media and communication or any related field
3. Experience working with both online and print media platforms
4. Proven experience of at least 5 years in media work and event management
5. Good command of English Language
6. Ability to work in the other ATAF Official languages (Portuguese and French) is a distinct advantage
7. Proven record of maintaining good relationships and experience of collaborative activities with partners, at policy / decision-making, institutional and all levels;
8. Strong creative writing skills and experience in media release creation and dissemination;

9. Advanced editing and proofreading skills for preparing/proofreading documents, web copy and media articles
10. Proficiency in MS Word, Excel and PowerPoint

6.0 INTERESTED?

Parties interested in undertaking this assignment should send the following:

1. Cover letter
2. Proposal
3. CV
4. Three writing samples (maximum of 2 pages each)
5. A list of three recent references

The application and supporting documentation should be e-mailed in MS Word or pdf format to info@ATAFtax.org or pmasebe@ataftax.org by close of business on May 21st 2017.