



AFRICAN VIRTUAL UNIVERSITY  
UNIVERSITE VIRTUELLE AFRICAINE  
UNIVERSIDADE VIRTUAL AFRICANA

## VACANCY

The African Virtual University is an equal opportunity employer.

The successful candidate will be appointed on an initial contract of four months.

Application must include detailed curriculum vitae with a telephone number, email and residential address, names and contact addresses of three professional references.

This should be sent to Ms. Catherine Wangeci at [cwangeci@avu.org](mailto:cwangeci@avu.org) with a copy to [bdiallo@avu.org](mailto:bdiallo@avu.org)

The closing date for this application is **September 25<sup>th</sup>, 2009**.

### TERMS OF REFERENCE

#### **CONSULTANT: COMMUNICATION AND MARKETING SPECIALIST**

##### **1.0. INTRODUCTION**

The African Virtual University (AVU) located in Nairobi Kenya is an educational network established in 1997 by an international development agency to serve the countries of sub-Saharan Africa. The AVU works with African institutions of higher education to increase access to higher and continued education and training in Africa by leveraging the potential and benefits of Open, Distance and e-Learning (ODeL). In this schema, the AVU collaborates with, and supports African higher education institutions in enhancing their capacities to utilize Open, Distance and e-Learning methodologies so as to effectively increase access to their own developed demand-driven graduate and undergraduate programs in disciplines critical for Africa's socio-economic development.

One such initiatives is the African Development Bank (AfDB) funded project whose overall objective is to strengthen the capacity of the African Virtual University (AVU) and a network of institutions coordinated by the AVU to deliver and manage quality ICT assisted education and training opportunities in selected African countries. The project has the following four components: (i) *Establishment of ODeL Centres and Connectivity Provision at AVU Partner Institutions*; (ii) *Teacher Training and Development Program*; (iii) *Mainstreaming Gender Issues into AVU Operations*; and (iv) *Project Management*. The AfDB funds the implementation of this project in ten African countries namely: Senegal, Ethiopia, Kenya, Madagascar, Mozambique, Somalia, Tanzania, Uganda, Zambia and Zimbabwe.

The project is in its final implementation stage and requires a consultant whose main output will be to design and implement publicity, advocacy and marketing strategies with partners and key stakeholders in selected countries and world-wide.

## **2.0. SCOPE OF WORK FOR THE CONSULTANT**

- To manage the design, production and implementation of all advertising, marketing and PR activities
- To develop and communication and marketing strategy
- To manage the distribution of reports, press releases and announcements produced by the organization
- To initiate and plan a PR Campaign
- To assist the project team in identifying conferences and events that the AVU can be represented in an effort to ensure that the organization participates in relevant conferences, and preparing presentations for use at such conferences
- To write and edit press releases, in houses newsletters, speeches, articles, promotional materials
- to work with the Portal Development Team to maintain and constantly update the Project related information on the AVU Website
- To Liaise with electronic and print media agencies in promoting the AVU and the Multinational Project
- To work with the Multinational Project Team and other AVU staff in reviewing, updating, and producing marketing brochures, handouts, direct mails leaflets, promotional videos, photographs, films and multimedia programs
- To ensuring that the content of the AVU website is up to date, attractive, informative, user-friendly and easily accessible
- To answer queries from individuals, journalists and other organizations
- To develop and maintain a good working relation with the media, including local and international newspapers, magazines, radio and television.
- To organize special events, such as press conferences, exhibitions and the launch of the Open Distance and eLearning Centers in 10 countries
- To assess the competitive environment for existing and potential AVU programs, products and services by identifying other organizations that provide competition or support products and services
- In close coordination with the Rector's office, coordinate the preparation and distribution of Monthly and Annual Reports, which must be sent to the members of the Board of Directors and distributed to a wider audience
- To perform other duties as may be assigned from time to time.

## **3.0. DELIVERABLES AND EXPECTED OUTCOMES**

- Communication and marketing strategy developed
- Distribution of reports, press releases and announcements
- PR campaigns initiated
- Press releases, reports, newsletters and marketing material produced
- Conferences and events identified
- AVU Website constantly updated
- Special events organized, especially press conferences, exhibitions and the launch of the 10 ODeL centres
- A well publicised AVU- AfDB Multinational Project
- Synergy built between promoting the Multinational Project and other AVU projects and activities.

## **4.0. QUALIFICATIONS OF THE CONSULTANT**

- A master's level degree in communications, marketing or a related field or a bachelor's degree with at least 5 years of relevant experience at a Senior level in the field
- Proven track record producing, implementing and tracking the results of communications/marketing strategies

- Track record of successfully launching media campaigns across Africa (and internationally would be an asset as would strong working relationships with media across Africa)
- Experience producing and implementing communications/marketing strategies
- experience using new media technologies in communications/marketing campaigns
- Strong writing skills with the ability to produce background papers, news release, feature stories, reports and briefing notes
- Experience in event management and coordination specifically the ability to successfully coordinate events that may be outside of Kenya
- Experience creating, managing and administering a communications/marketing budget and procurement of vendors
- web experience specifically the ability to update html content and to write for the web
- Knowledge of AVU corporate strategy is an added advantage.
- Experience working within a university or ICT setting would be an asset
- knowledge of Higher education in Africa is an asset
- Bilingualism (English French) is an asset

#### **5.0. MODALITIES OF WORK AND TIMELINES**

The consultant will dedicate 8hours a day, for 4 months.

#### **6.0. REPORTING**

The Consultant will report to the AVU Rector.

#### **7.0. PAYMENT SCHEDULES**

The Consultant will be paid at a monthly fee of \$4000