

Internet Society: Africa Regional Bureau

Terms of Reference

Communications Consultant Expert

1. BACKGROUND

The Internet Society is the trusted independent source for Internet information and thought leadership from around the world. With its principled vision and substantial technological foundation, the Internet Society promotes open dialogue on Internet policy, technology, and future development among users, companies, governments, and other organizations. Working with its members and Chapters around the world, the Internet Society enables the continued evolution and growth of the Internet for everyone.

In this context, the Africa Regional Bureau plays a critical role of an advisor to other Internet Society departments on issues affecting the organization's work. It also provides critical insight on local business, technology and policy issues to the Internet Society and its stakeholders. The Bureau works with Chapters to grow individual memberships, support their initiatives and help them advance in their support of the Internet Society's mission and values. Moreover, the Bureau strives in developing a reliable and sustainable Internet infrastructure in Africa through community mobilization and Technical Aspects workshops held in various countries. The Bureau further educates local communities, neighborhoods, and villages build their skills to access and develop the Internet and it ensures that public laws at the local, national, regional, and international level are developed to help support the development of an open and user defined Internet on the continent.

To this end, the Africa Regional Bureau seeks for a communications expert with extensive experience working with the Internet technical and policy community for a part-time consultancy work to developing a comprehensive communication strategy and providing communications services including providing media coverage on traditional and new media.

2. SCOPE OF CONSULTANCY

The consultant will work with the Africa Regional Bureau to help articulate and implement a communication strategy given the goals, objectives and mandate of the organization.

The work will include:

- Develop and/adapt a communication strategy and implement the plan according to the needs of the organization
- Provide strategic and editorial oversight, and ensure editorial coherence, for news coverage and content generating activities undertaken by the organization
- Develop relevant information materials such as background documents, press releases and news highlights for different events
- Promote different events and develop promotional materials such as brochure and regional newsletter
- Develop content for regional website
- Develop regional social media
- Build relationships with multiple stakeholders, including press and media, Government bodies and partner organizations
- Measure communications efficiency/Monitoring and evaluation

3. DURATION OF THE CONTRACT

The consultant will be given a contract of 12 months to work with the organization

4. DELIVERABLES

- Increase ISOC's visibility in the region in technical and policy circles
- Disseminate ISOC's key messages in Africa
- Support ISOC's regional bureau's activities objectives in the region

5. PROFESSIONAL QUALIFICATIONS

- Advanced degree in communications, journalism, or in the social sciences;
- Demonstrated experience in the communications or knowledge management field;
- Experience developing communications strategies for large organizations;
- Strategic, proactive, enthusiastic, and detail-oriented with excellent planning, organization, and prioritization skills
- Proven skills in developing simple messages for complex issues to specific audiences;
- Demonstrated strong writing skills in a variety of styles for varied audiences
- Experienced in the field of evaluation is also an advantage
- Fluency in English
- Fluency in French is highly desired

6. Application

Interested applicants should submit the following documents before March 28, 2014 by email to africa@isoc.org:

- curriculum vitae or resume
- cover letter
- A minimum of three examples of work done in the communications field