

FEDERAL REPUBLIC OF NIGERIA
NIGERIA DIGITAL IDENTIFICATION FOR DEVELOPMENT PROJECT
TERMS OF REFERENCE
EXTERNAL COMMUNICATIONS MANAGER

1. BACKGROUND

Of the 187 million living in Africa’s most populous country, only about 30% have had their births registered - this figure drops to 19% in rural areas and to 7% within the poorest quintile of the population. Less than 50% of residents have any form of ID card, whilst only 9% of individuals have a national ID number (NIN).

Nigeria hosts a fragmented ID landscape which incurs significant costs on the Federal Government (FGN). Over 13 government agencies (National Identity Management Commission, National Population Commission, Central Bank of Nigeria, Independent National Electoral Commission, Nigerian Communications Commission and others) and at least 3 state agencies offer ID services in Nigeria. Many of these agencies, capture biometrics and issue ID cards independently without data links with other systems, resulting in duplication and sub-optimal utilization of scarce resources.

The FGN has indicated a strong desire to harmonize the existing identification ecosystem towards developing a foundational identification platform which can be leveraged to improve service delivery. A Strategic Roadmap for Developing Digital Identification in Nigeria was prepared with the support of the World Bank Group, and highlighted the need for a minimalist, foundational, and eco-system-based approach to identification in the country. The Roadmap was endorsed by the Harmonization Committee on January 31, 2018, and by the Federal Executive Council (FEC) in September 2019.

Consequently, the FGN applied for a credit from the World Bank to increase the number of persons in Nigeria who have government-recognized proof of unique identity that enables them to access services. The Project will be implemented by a Project Implementation Unit (PIU) in the National Identity Management Commission (NIMC) and an Ecosystem Coordination Strategic Unit (ECSU) in the Office of the Secretary to the Government of the Federation (OSGF) under the oversight of a Project Ecosystem Steering Committee (PESC).

2. OBJECTIVES OF THE ASSIGNMENT

The objective of the External Communications Manager assignment is to implement and monitor the ID4D external communication and knowledge management strategy, with the objective of promoting awareness, understanding and support of enrollment under the ID ecosystem in Nigeria.

The External Communications Manager will report to the Coordinator of the SU and cooperate with other ID4D team members, implementing agencies, and relevant stakeholders.

3. SCOPE OF SERVICES

The External Communication Manager shall:

1. Supervise a consultant to development an external communications and knowledge management strategy and plan for the ID4D project, alongside the Internal Communications Officer at NIMC, and provide substantial input;
2. Supervise a professional communications or public relations firm to implement a national, large-scale communications strategy for the Project. Together the ECM and the firm will:
 - a. Promote a better understanding of enrolment under the ID ecosystem by carrying out media, information and education activities, for the general public;
 - b. Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials, etc., of ecosystem enrolment partners;
 - c. Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats (Press releases, feature stories etc.);
 - d. Work with media/communication departments of ecosystem partners to facilitate effective communication and capacity building;
 - e. Identify communication training needs for media/communication departments of ecosystem partners;
 - f. Ensure that all ID4D communication incorporates a concept of addressing gender and the inclusion of marginalized and vulnerable groups, and that communication is accessible to persons with disabilities;
3. Develop a work plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met;
4. Plan and monitor the use of communication budgetary resources, approve and monitor the overall allocation and disbursement and liquidation of funds and take appropriate actions to optimize use of funds;
5. Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers, bloggers and columnists, as well as other media influencers;
6. Monitor the current and future news agenda in order to identify and exploit communications opportunities, manage press enquires and pursue opportunities for promoting ID4D;

7. Support the project in capturing learning from various events, including the roundtables, workshops and research dissemination events that contributes to the knowledge management products;
8. Develop and maintain a Knowledge management (KM) manual focused on KM processes, delivery standards, KM technologies, techniques and tools;
9. Maintain quality assurance standards for all project communications and knowledge management products (including reports, booklets, manuals, leaflets, posters, banners, documentation, website and social media newsletters) and support quality assurance and dissemination of these products;
10. Carry out any other duties assigned by the Coordinator of the ECSU.

4. REPORTING, LOCATION AND TIME SCHEDULES

The External Communications Manager will report to the ECSU Coordinator in Abuja. The commencement of the services shall come into force and effect on the date (the “Effective Date”) of the Client’s notice instructing the Communication Specialist to begin carrying out the services.

5. QUALIFICATIONS

The External Communications Manager shall have the following educational qualifications and experience:

1. Master degree in in Communication, Journalism, Public Relations or related field;
2. At least 10 years of professional experience in communications on large-scale, national communications campaigns in Nigeria;
3. At least 5 years of experience in communications under an international donor-funded program or in a large private sector organization with national reach (e.g. banks, telcos, etc.);
4. Demonstrated experience in managing and/or advising on successful national, large-scale communications campaigns, including crisis management and use of a variety of channels (e.g. civil society, traditional media, and social media);
5. Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills; and
6. Fluency in written and spoken English. Local languages are an asset.

6. FACILITIES AND INFORMATION TO BE PROVIDED BY THE CLIENT

Adequate office space, with furniture and internet facilities, shall be assigned to the consultant. For all field related assignments, the Client shall provide a vehicle for local transportation.

7. ESTIMATED EFFORT LEVEL AND DURATION OF THE ASSIGNMENT

The duration of the assignment is initially for 12 months but will renewed subsequently on an annual basis subject to satisfactory performance. The contract type is Time Based.