

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

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 Communications Assistant is to assist the External Communications Manager (ECM) in the ECSU in implementing and monitoring 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 Communications Assistant will report to the External Communications Manager in the ECSU and cooperate with other ID4D team members, implementing agencies, and relevant stakeholders.

3. SCOPE OF SERVICES

The Communications Assistant shall:

1. Draft and develop variety of media materials in multiple, appropriate formats (Press releases, feature stories, etc.) for the approval of the External Communications Manager;
2. Draft work plans for communication activities, for monitoring compliance and work with media/communication departments of ecosystem partners to facilitate effective communication and capacity building under the supervision of the External Communications Manager;
3. Participate in the identification of communication training needs for media/communication departments of ecosystem partners;
4. Work with External Communications Manager to ensure that all ID4D communication incorporates a concept of addressing gender and the inclusion of marginalized and vulnerable groups;
5. Participate in planning and monitoring the use of communication budgetary resources, provide information to the ECM on the overall allocation and disbursement and liquidation of funds;
6. Carry out any other duties assigned by the External Communications Manager.

4. REPORTING, LOCATION AND TIME SCHEDULES

The Communications Assistant will report to the External Communications Manager 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 Assistant to begin carrying out the services.

5. QUALIFICATIONS

The Communications Assistant shall have the following educational qualifications and experience:

1. First degree in in Communication, Journalism, Public Relations or related field;
2. At least 5 years of professional experience in communications in Nigeria;
3. 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. Experience in implementation of successful Communication plans and key messages for projects;
5. Experience on successful communications campaigns, including crisis management and use of a variety of channels (e.g. civil society, traditional media, and social media); and

6. Strong inter-personal skills, in particular, demonstrated team work qualities and excellent oral communication skills.

6. FACILITIES AND INFORMATION TO BE PROVIDED BY THE PROJECT

Adequate office space, with furniture and internet facilities, shall be assigned to the Communications Assistant. For all field related assignments, the Project 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.