

**FEDERAL REPUBLIC OF NIGERIA**  
**NIGERIA DIGITAL IDENTIFICATION FOR DEVELOPMENT PROJECT**  
**TERMS OF REFERENCE**  
**INTERNAL 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**

An Internal Communications Manager shall be engaged to support the PIU in ensuring effective communication and dissemination of information within the ecosystem.

The objective of the assignment is to ensure effective communication within NIMC and between NIMC and ecosystem partners, on the implementation of the ecosystem enrollment model.

### **3. SCOPE OF SERVICES**

The Internal Communications Manager shall:

- 1) Lead the PIU's efforts in sharing information within NIMC and ecosystem enrollment partners;
- 2) Develop and implement an efficient Communications Plan, in line with the project Communications Strategy, that ensures transparency within the ID4D project and organisational initiatives and projects are successfully communicated to employees and stakeholders;
- 3) Plan, edit and write content for a variety of internal communications mediums, such as a staff intranet, monthly magazine or regular email bulletin and may also be required to work on the layout of content, for effective communication within NIMC and between NIMC and ecosystem partners;
- 4) Shall develop regular electronic updates for dissemination to NIMC and ecosystem partners;
- 5) Work with the Communications Department of NIMC and communications staff in the ECSU to implement the communications strategy;
- 6) Provide timely responses to request for information from internal stakeholders, use social media to communicate with staff internally;
- 7) Establish an internal Communications Plan, in line with the project Communications Strategy and in conjunction with senior managers, and carry out continuous reviews of the Plan, for refining of communication efforts;
- 8) Ensure internal communication messages are consistent across all mediums and for different departments of the organisation and are also consistent with external communication messages, as outlined in the Communications Strategy;
- 9) Handle the internal communication response to crisis situations which affect NIMC's organisational perception and reputation;
- 10) Develop a database of internal stakeholders for which information will be shared to and respond to feedback from staff and adjust communications content accordingly;
- 11) Deliver presentations at organisational events, draft messages or scripts from senior executives for presentation to employees in written or spoken form and advise senior managers of developments throughout the organisation, either face to face or through regular written communication;
- 12) Identify capacity needs in NIMC and internal stakeholders, for efficient communication and suggest training programs;
- 13) Support the project in capturing learning from various events, including the roundtables, workshops and research dissemination events that contributes to the knowledge management products.
- 14) Contribute to a Knowledge management (KM) manual developed by the ECSU communications staff focused on KM processes, delivery standards, KM technologies,

techniques and tools.

15) 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.

16) Carry out any other relevant periodic duties as assigned by the Project Coordinator from time to time.

#### **4. REPORTING, LOCATION AND TIME SCHEDULES**

The Internal Communications Manager will report to the ID4D Project Coordinator in NIMC Headquarters Abuja.

The commencement of the services shall come into force and effect on the date (the “Effective Date”) of the Client’s notice to the Internal Communications Officer instructing the Internal Communications Manager to begin carrying out the services.

#### **5. QUALIFICATION**

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

- a) Master Degree in relevant discipline (e.g. Communication, Journalism, Public Relations, Marketing, or related field);
- b) At least 8 years of professional experience in communications on large-scale, national communications campaigns in Nigeria;
- c) 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.);
- d) Demonstrated experience in development of successful Communication plans and key messages for projects involving multiple partner institutions;
- e) 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);
- f) Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills; and
- g) Fluency in written and spoken English. Local languages are an asset.

#### **6. 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.