

## **CALL FOR EXPRESSIONS OF INTEREST**

### **Facilitators for the ASSESS Communication Capacity Building Workshops (Webinars)**

#### **INTRODUCTION**

The Analytical Support Services and Evaluations for Sustainable Systems (ASSESS) project implements activities in support of USAID's on-going transformation of its programs, structure, processes and workforce to operationalize the vision of ending the need for foreign assistance. In support of the new Policy Framework, ASSESS in consultation with USAID/WA REGO initiated a process to organize capacity building workshops in the form of Webinars with the objective to strengthen communication systems of its Implementing Partners (IPs), to facilitate the generation of quality and meaningful data and knowledge management for decision making. The proposed Webinars are intended to complement the existing trainings provided directly by USAID.

ASSESS has identified essential skills, concepts and practices critical to designing and maintaining effective systems and to further strengthen the capacities of IPs. The strengthened Communication Systems will facilitate project management and improve effectiveness of information management and dissemination of USAID programs and interventions in the region.

#### **OBJECTIVES AND SCOPE**

The proposed Webinars are aimed at equipping IPs with relevant skills to effectively manage program results and communication systems.

Specific objectives include:

- To equip IPs with skills to develop and manage robust communication systems, to facilitate adaptive management
- To equip IPs with knowledge, skills and learning resources to enhance the management of program results and knowledge.
- To strengthen the capacity of IPs to analyze project data, identify key outcomes and provide critical information to USAID/WA managers to enhance evidence-based decision making.
- To equip IPs with complementary skills in communications to further enhance their ability to meet USAID's reporting requirements and standards.

The Webinars are targeted at Communication and Knowledge Management personnel, Program Managers and other individuals providing communication functions among Implementing Partner institutions across the region. Identification and enrollment of IPs in the proposed workshops will be done in consultation with USAID/WA REGO.

## Course Content

No.	Priority Areas	Top three focus topics
1.	Communication Concepts and Theories	I. Advocacy: Methods and Approaches II. Understanding Development Communication III. Behavior Change Communication: Methods and Approaches
2.	Effective Communication Skills Part I	I. Developing the Communication Strategy II. Communicating Technical Writing with Ease III. Evocative Writing/Success Story Development
3.	Effective Communication Skills Part II	I. Managing Organizational Image and Identity II. Crisis Communication: Developing the Crisis Communication Manual III. Events Management IV. Issues Management

## FACILITATOR QUALIFICATIONS

ASSESS is seeking to recruit a Facilitator to conduct these webinars. It is expected that the Facilitator will have relevant prior experience in the field of communication and knowledge management, be proficient in English (proficiency in French is an added advantage) and have knowledge of USAID's objectives, approaches, and operations. Facilitator must have prior USAID communication experience. One key facilitator will be recruited to lead the USAID/ASSESS team.

### Qualifications

- A minimum of a master's degree in Communications or relevant discipline, and not less than 10 years of industry experience.
- Knowledge and understanding of the key principles, concepts and approaches involved in communications and knowledge management.
- Demonstrated knowledge of USAID's communication approaches and experience working in this context.
- Demonstrated strong leadership, analytical, management and organizational, communication and interpersonal skills.
- Proven ability to interact, engage audiences and share knowledge effectively.
- Demonstrated ability to apply theoretical frameworks and concepts to industry practice, particularly in the USAID terrain.
- Excellent writing skills with the ability to present ideas logically.

## TASKS AND RESPONSIBILITIES

The facilitator will be required to organize course content and deliver practical-based training sessions to participants.

## **DELIVERABLES**

### **1. Course Outline and Content**

The facilitator will prepare a course outline based on the topics, to guide the webinars. It must address all the topics with practical based capacity building approach, with recourse to USAID-approved methods. The facilitator will develop learning modules and other relevant training materials/resources.

### **2. Internal Simulation Training**

The facilitator will have a simulation session with the ASSESS Team to test the delivery methodology and breakout sessions. This will help the team to troubleshoot and ensure the facilitator is on the right path and that the webinar will yield the expected results.

### **3. Delivery of Training**

The facilitator will deliver the training in a three-day webinar.

## **PERIOD OF PERFORMANCE**

The webinar is expected to be conducted in **February 2023**.

## **CONDITIONS OF REMUNERATION OF FACILITATORS**

The facilitator will be remunerated at an agreed fixed price per day.

## **PLACE OF PERFORMANCE**

This is an online training; the facilitator is not expected to be physically present. This request for EOI is global and therefore not limited to only experts living in West Africa.

## **ROLES AND RELATIONSHIPS**

The consultants will be contracted under the USAID/WA ASSESS mechanism. ASSESS will be responsible for the administrative and technical management of their respective contracts. This will include monitoring of LOE and payments, approval of the consultants' work plan, course structure and materials, and delivery.

## **APPLICATION PROCESS**

The objective of this call for expressions of interest is to identify qualified experts for this assignment. Interested candidates should send their CVs and a two-page expression of interest with a brief description of the proposed methodological approach, considering the objectives and scope of the assignment. Applications will be evaluated on a rolling review schedule from **November 18, 2022**. Expressions of Interest should be submitted by email to [medonkor@assess-wa.org](mailto:medonkor@assess-wa.org) with copy to [barthur@assess-wa.org](mailto:barthur@assess-wa.org), with the subject "**Communication Webinar Facilitator**".

ASSESS is under no obligation to select a consultant upon receipt of his/her EOI. ASSESS will also not reimburse a consultant for the time and resources used in the application process.

## **CONTACT**

If you need help or have queries, please contact [medonkor@assess-wa.org](mailto:medonkor@assess-wa.org)