

# **Terms of References for Corporate Communications, Diversity and Gender Balance Senior National Consultant**

## **I. About the Pan African University Institute of Water and Energy Sciences**

The Pan African University Institute of Water and Energy Sciences (including Climate Change) (PAUWES) is hosted by the University of Tlemcen, Algeria. The institute was founded by the African Union Commission (AUC) as part of the Pan African University: a network of higher education and research institutes launched by the African Union to revitalise higher education across the continent and establish centres of excellence in research and learning.

Five thematic PAU institutes established Master and PhD programmes and engage in collaborative and development oriented research programmes. They will work with satellite centres in other African regions while cooperating closely with the public and private sector and civil society.

The PAU Master programmes are aimed at highly qualified graduates from across Africa, including the African diaspora. They are educated and trained to become future leaders, entrepreneurs, decision-makers and reformers in core areas (change agents) of the African continent.

The central rectorate of the Pan African University in Cameroon steers, manages and coordinates the academic and administrative affairs of PAU. The Human Resources, Science and Technology Department of the AUC is responsible for implementing the programme.

In partnership with the Algerian and German governments, PAUWES offers graduate students access to leading academic teaching, research and hands-on training in areas vital to the future of African development. Academic operations at PAUWES started in October 2014, with 26 students from 12 countries across the continent enrolled as part of the first cohort. In October 2017, 70 more students from 28 countries have joined the institute.

The institute has developed its communication strategy with the support of an international communications agency and which is in line with the overall PAU communications strategy. First strategic items have been implemented, the website and social media accounts are up and running, a wide range of collateral has been developed, and first series of recruitment campaigns for students and staff have been successfully run. In order to strengthen the existing communication strategy (internal and external) with an emphasis on diversity and gender balance, the existing concepts need to be reviewed and strategies improved and implemented.

## **II. Objectives and tasks**

While the long-term strategy in regards to communications as well as diversity and gender equality have been developed by an international consultancy provided by GIZ, the senior national consultant will operationalize these strategies and improve internal and external communications, and incorporate gender balance into core processes:

**Operationalisation of external communications** to strengthen the dialogue with key stakeholders (e.g. partners, alumni, current and potential students, faculty, policy makers), build brand awareness

and strengthen PAUWES reputation through issues management, mitigating risk and responding to crisis situations. One of the key tasks will be to increase PAUWES visibility to attract excellent students and faculty, foster partnerships with the private and public sector and academia. This requires an excellent understanding of the different communication channels (e.g. website, social media, e-newsletters, print) and excellent writing skills.

**Building up internal communication** (with students, partners, short-term faculty, within the team and with the host university – the University of Tlemcen) to ensure understanding of roles and expectations, boost engagement and collaboration, and raises awareness of the Institute's and PAU's vision creating a distinctive PAUWES culture.

**Strengthen the Institute's capacity to address gender equality and diversity issues**, by suggesting and carrying out appropriate structural, functional and communicative improvements and offer training opportunities to raise awareness and strengthen PAUWES' capacity to address gender equality and diversity.

### **III. Place and Period of Assignment**

The contract will be running from November 1<sup>st</sup>, 2017 until April 30<sup>th</sup>, 2018 with a maximum of 130 working days. The consultant will provide his/her services at the PAUWES institute in Tlemcen, Algeria.

### **IV. Responsibilities and coordination**

The senior national consultant will build upon the already existing concepts and strategies. The consultant will work in close coordination with 1) the Director and the Deputy Director of PAUWES and the communications officer once on-board, 2) the GIZ Senior Advisor for Academic Affairs, and 3) International Consultancies Commissioned by GIZ (Strategic Planning, Organizational Development, Cooperation Strategy).

### **V. Profile**

- Master's degree (or equivalent) in a relevant discipline (ideally in communications, gender and diversity studies, or public relations)
- Comprehensive understanding of stakeholder management and gender/diversity issues
- Excellent verbal and written communication skills in English and French (Arabic is an asset)
- Experience in handling web contents, social media and print
- Interest in the education sector
- Minimum 7 years of relevant work experience

### **VI. Application Process**

Applicants shall send their technical offer (work method, mobilised skills and work plan), their financial offer (number of working days and honorarium requested) and their CV (all in English) with the reference "Communications, Diversity, and Gender Balance" until October 25<sup>th</sup>, 2017 to the following email address: [jobsatpauwes@gmail.com](mailto:jobsatpauwes@gmail.com). The applicants selected through the pre-screening will be invited for an interview. The selection committee will take place on October 2<sup>nd</sup>, 2017 (via skype or in person).