CONSULTANCY

Position Title: Trade Facilitation and Human Mobility Communication Consultant – Consultancy to develop and implement a trade facilitation and human mobility communication strategy.

Type of Contract: Consultancy

Duration of Assignment: A total of 90 working days over a five-month period (proposed start date, 3 February 2020)

1. Introduction: The COMESA Secretariat, with support from the International Organization for Migration (IOM) and the International Trade Centre (ITC), is implementing a multi-year small scale cross border trade programme, entitled, *The COMESA Cross-Border Trade initiative: Facilitating Small-Scale Trade Across Borders’ (SSCBTI)*. The SSCBTI is financed by the European Union under the 11th European Development Fund and seeks to increase formal small-scale cross-border trade flows in the COMESA region, leading to higher revenue for governments, as well as greater security and higher incomes for small-scale cross-border traders. The project has five result areas, namely:
   i. the design and implementation of specific trade facilitation instruments for small-scale cross-border traders at selected border areas and in the COMESA/tripartite region,
   ii. reduction of corruption, bribery and harassment (including gender-based harassment) experienced by small-scale traders is significantly reduced at selected border areas,
   iii. strengthening the capacity of Cross-Border Traders Associations (CBTAs) and similar business associations to effectively defend the interests of their members and deliver good quality support services,
   iv. supporting the systematic collection and dissemination of gender disaggregated statistical data and analyses on small-scale cross-border trade so as to increase evidence-based knowledge and inform better trade policy-making processes at national and regional level and
   v. Establishment of adequate and gender sensitive border infrastructures for small-scale traders at selected border areas.

The consultancy to develop and implement a trade facilitation and human mobility communication strategy is contributing to the second result area related to reduction of corruption, bribery and harassment experienced by small-scale traders.

The International Organization for Migration is seeking the services of a communication expert(s) to develop and design a comprehensive communication strategy and tailor-made materials to generate awareness and discourse on trade facilitation and human mobility. This consultancy will take place over a 5-month period, starting in February 2020.
2. **Background:** Cross-border human mobility and international trade is growing within the context of globalization and regional integration. COMESA recognizes the importance of cross border traders, including small scale and informal trade flows and has developed policies and mechanisms to facilitate cross border trade, in particular of smaller scale traders, such as the Simplified Trade Regime (STR), COMESA Trade Information Desks (TIDs) the COMESA Green Pass, the COMESA Visa Protocol, the COMESA Free Movement Protocol, the COMESA Business Visa, COMESA Gender Policy, Framework for the Comprehensive Support for Women and Youth Cross Border Traders in the COMESA Region, among others.

While recognizing the contribution of cross border trade to development, which include, employment creation, improved livelihoods, food security among others, it is important to acknowledge that a significant proportion of it happens informally. As a result, governments do not fully generate revenue from the informal cross border trade. Furthermore, informal trade has negative effects on the growth of businesses. Some of the drivers of informality include the high transaction costs and delays, corruption, insecurity and gender-based harassment and poor basic infrastructures and facilities. Furthermore, limited awareness, common understanding as well as transparency regarding the rules and regulations on customs, and immigration and trade facilitation measures, and at times multiple document requirements in different formats and with different data elements increase the costs and time of formal cross border trade.

In order to maximize the development potential of cross-border trade it is imperative to develop and implement a trade facilitation and human mobility communication strategy to generate awareness and discourse on trade facilitation and human mobility.

3. **Purpose of the Assignment:** IOM is seeking the services of a Communication expert(s) to develop and design a comprehensive communication strategy and tailor-made materials to generate awareness and discourse on trade facilitation and human mobility.

The Communications Expert(s) shall undertake and deliver the following:

- Conduct a communication strategy baseline survey at all targeted border posts;
- Review of various instruments, frameworks and policy documents on SSCBT and human mobility including the COMESA Gender Policy and SSCBTI project document;
- Based on the communication strategy baseline survey, develop a communications strategy to enhance the awareness, understanding, and knowledge of key stakeholders at the regional, national and local levels on trade facilitation and human mobility;
- Develop tailor made IEC, multi-media materials and relevant messages tailored for key stakeholders using various formats as appropriate;
Develop a budget and indicators to monitor and evaluate communications tools and activities, in order to measure the impact on achieving the overall objectives of the communication strategy;

4. **Scope of the Assignment:** This assignment will be undertaken under the overall supervision of the Chief of Mission, IOM Zambia, the direct supervision of the Programme Officer, IOM Zambia, in close coordination with IOM Senior Regional Thematic Specialist for Immigration and Border Management.

The assignment will be undertaken over a period of 5-months and is expected to comprise of approximately 90 working days. The consultations will be undertaken at all five borders included in the COMESA Cross-Border Trade Initiative, as well as with the seven concerned governments, namely Democratic Republic of Congo (DRC), Ethiopia, Kenya, Malawi, Tanzania, Zambia and Zimbabwe. The consultant will also participate and present at a technical/strategic level workshops or other forums, which will include engagement with the COMESA Secretariat, Member States and experts in the field who will discuss and validate the results of the trade facilitation and human mobility communication strategy.

The Consultant will perform the following tasks:

a. **Inception Report:** The consultant will be expected to prepare an inception report, including methodology for how they will approach the assignment. This will include a breakdown of work, timelines and an overview of stakeholders to be engaged during the assignment;

b. **Field work to conduct a communication strategy baseline survey at all targeted border posts:** The consultant will carry out field work to interact with a cross section of stakeholders, such as central governments, immigration, customs and trade policy makers, border officials, cross border traders, cross border traders’ associations, the private sector and border communities, among others. These interactions will provide an opportunity for the consultant to gain firsthand experience and understanding of the communication needs of the different stakeholders. The consultations will be undertaken at all five borders included in the COMESA Cross-Border Trade Initiative, as well as with the seven concerned governments. These include: (i) Mwami/Mchinji between Zambia and Malawi; (ii) Kasumbalesa between Zambia and DRC; (iii) Chirundu between Zambia and Zimbabwe; (iv) Tunduma/Nakonde between Zambia and Tanzania and; (v) Moyale between Ethiopia and Kenya.

c. **Develop a Trade Facilitation and Human Mobility Communications Strategy:** Based on the field work, the Consultant will develop a communication to enhance the awareness, understanding, and knowledge of key stakeholders at the regional, national and local levels on trade facilitation and human mobility. The Communication strategy will, among others, identify the communication objectives for each targeted audience (stakeholder mapping) at the national and local levels.
d. **Develop tailor made IEC, multi-media materials and relevant messages tailored for key stakeholders using various formats as appropriate:** The Consultant will conceptualize, design and develop specific communication products and activities tailored to each audience. The Consultant will also specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders. Furthermore, the Consultant will develop a budget for the resources required to effectively implement the communication strategy.

e. **Develop indicators to monitor and evaluate communications tools and activities:** The Consultant will develop some indicators to measure the impact on achieving the overall objectives of the communication strategy.

f. **Presentation of the Communication Strategy:** The consultant will provide a technical analysis of the communication strategy and will make expert recommendations with the aim of contributing to increased awareness and visibility of the different trade facilitation and human mobility instruments and mechanisms for small-scale cross border traders in the COMESA region.

g. **Validation of findings:** The Consultant will be expected to share their draft report with IOM and COMESA for review and validation. Moreover, they will be expected to participate and present outcomes of the assessment at agreed technical and strategic platforms to discuss, validate and, where relevant, promote the communication strategy;

h. **Final Trade Facilitation and Human Mobility Communication Strategy Report:** The Consultant will produce a final written report, which will be a synthesis of the field work, communication strategy and tailor-made communication materials as well as recommendations for the implementation of the strategy. The Final Report will also include a user-friendly ‘Trade Facilitation and Human Mobility Communication Strategy Brief’ which will act as a quick reference of the communication needs, approaches and materials for the different beneficiaries of the SSCBTI.

i. Gender mainstreaming in all the processes and communication strategy: Considering that the majority of small-scale cross border traders are women, the Consultant will ensure that gender is mainstreamed in all the processes of the development of the strategy and the strategy document, indicators, as well as in IEC and multi-media materials, and messages.

*N.B. All written deliverables under this consultancy will be drafted in accordance with the IOM Publications Guidelines and validated by concerned stakeholders, including COMESA and IOM. The Final Report and Trade Facilitation and Human Mobility Communication Strategy Brief should be print-ready.*
5. Deliverables:
   a. Inception Report
   b. Draft trade facilitation and human mobility communication strategy baseline survey Report
   c. Trade Facilitation and Human Mobility Communications Strategy
   d. Costed tailor made IEC, multi-media materials and relevant messages tailored for key stakeholders
   e. Indicators and monitoring framework for the communication strategy
   f. Presentations / briefings at COMESA and related forums
   g. Final, print ready report and Communication Brief

NB: Gender should be mainstreamed in all the deliverables.

6. Qualifications and Experience

IOM is seeking applications from individual consultants and/or consortiums of consultants. The successful (lead) consultant should have a minimum of the following qualifications and experience:

   • An advanced university degree in Communication, Journalism, Public Relations, International Relations, Political Sciences, Marketing, and Branding or a related field;
   • Extensive knowledge and expertise in developing an elaborate communication strategy for a multi-stakeholder clientele;
   • A minimum of at least 10 years’ experience in the area of strategic communication, marketing and branding;
   • Understanding of gender or experience in gender mainstreaming in communication strategy, trade, or other related fields;
   • Understanding of mobility issues and trade is a distinct advantage;
   • Full computer literacy, excellent written and spoken English. Experience of drafting documents for Governments will be an added advantage;
   • Demonstrated ability to work in a multicultural environment and establish harmonious and effective relationships. Experience in the COMESA region is a distinct advantage.

7. How to apply:

Applications must be sent by email to iomlusakarecruitment@iom.int no later than 31st January 2020. Applications should contain:

   • Technical proposal including a letter of motivation, methodology, detailed curriculum vitae;
   • Financial proposal including professional fees, data collection fees, costs relating to professional editing and design of print ready final report;
   • Proof of previous related work - Submit a copy of a Communication Strategy produced for any competitive organization and explain how it was successful to achieving the goals of that institution or programme and at least two traceable references.
   • Provide documentary proof of professional and academic qualification and testimonials.