



iDICE

Investment in Digital and Creative Enterprises Programme

**Terms of Reference (TOR) for the Engagement of a
Communications and Partnerships Lead**

for the

**Investment in Digital and Creative Enterprises
(iDICE) Programme**

**Sector: Technology and Creative
Financing Agreement reference: 2000200005160
Project ID No.: P-NG-K00-009**

25th March, 2025



1. Background

The Federal Government of Nigeria has received financing from the African Development Bank (AfDB), Agence Française de Développement (AFD) and the Islamic Development Bank (IsDB) towards the implementation of the Investment in Digital and Creative Enterprises (iDICE) Programme¹. The objective of the iDICE Programme is to promote entrepreneurship, boost innovation, create jobs, enhance social development, and achieve economic transformation by fostering growth in the digital technology and creative ecosystem, building on brownfield investments and synergies with ongoing initiatives in Nigeria.

In line with implementation arrangements, the iDICE Programme Coordination Unit (PCU) within the Bank of Industry (BOI) is seeking to engage the services of a **Communications and Partnerships Lead** as part of the Programme Coordination Unit.

2. Objectives

The Communications and Partnerships Lead will be responsible for developing and implementing a strategic communications plan, boosting the iDICE Programme's profile, and forging key partnerships to drive Nigeria's digital and creative sector growth. This role entails managing media relations, engaging audiences via social media, and ensuring partnerships align with the program's transformative goals.

3. Scope of work

The Communications and Partnerships Lead shall carry out a range of duties which will include, but are not limited to:

- a) Crafting and executing a communications strategy that aligns with the iDICE Programme objectives, targeting diverse audiences through various channels.
- b) Building and maintaining relationships with media outlets, pitching stories, and managing press events to maximize positive coverage.
- c) Identifying potential partners, negotiating collaborations, and managing ongoing partnership relations to support program goals.
- d) Overseeing the production of high-quality content, including press releases, newsletters, social media posts, and annual reports.
- e) Ensuring consistent branding across all communication materials and platforms.

¹ More details about the iDICE Programme as documented in the Program Appraisal Report (PAR) can be accessed at <https://www.afdb.org/en/documents/nigeria-investment-digital-and-creative-enterprises-i-dice-program-project-appraisal-report>

- f) Engaging with government entities, private sector, civil societies, and beneficiaries to promote program initiatives and gather feedback.
- g) Tracking the effectiveness of communication strategies and partnership activities, while adjusting approaches as needed.
- h) Executing their assignments as may be directed by Management.

4. Qualification and Experience

- a) A minimum of a first degree in Communications, Public Relations, Marketing, Journalism, International Relations, Business Administration, Social Sciences or a related field. A master's degree in these areas is an added advantage.
- b) A minimum of 7-10 years of professional experience in communications, public relations, marketing, or similar role.
- c) Proven experience in managing communications for large-scale projects or programmes, preferably in the development sector.
- d) Experience in stakeholder engagement and partnership development, particularly with government agencies, private sector partners, and international organizations.
- e) Strong understanding of digital communication strategies, including social media, content marketing, and online engagement.
- f) Proficiency in using communication tools and software, such as content management systems (CMS), social media management platforms, and analytics tools.
- g) Demonstrated ability to develop and implement comprehensive communication strategies and plans.
- h) Experience in managing multiple projects simultaneously, with strong organizational and time management skills.
- i) Cultural sensitivity and the ability to work effectively in a multicultural environment.
- j) Ability to analyze communication metrics and data to measure the effectiveness of communication strategies and campaigns.
- k) Familiarity with the digital technology and creative ecosystem in Nigeria.
- l) Understanding of the development sector and the role of international development organizations..
- m) Excellent command of the English language, both written and spoken. Proficiency in additional languages is an advantage.

5. Reporting and Deliverables

The Communications and Partnerships Lead will report to the **National Coordinator**. The Communications and Partnerships Lead will submit reports as follows:

S/N	Deliverable	Description	Timeline
-----	-------------	-------------	----------

Terms of Reference for the Engagement of a Communications and Partnerships Lead for the Investment in Digital and Creative Enterprises (iDICE) Programme

1.	Communications Strategy Document	A comprehensive communications strategy that outlines the objectives, target audiences, key messages, communication channels, and evaluation metrics.	One-time, with quarterly and annual updates
2.	Monthly Progress Reports	Detailed reports on the progress of communication activities, including metrics on reach, engagement, and impact. Highlight any challenges and propose solutions.	Monthly
3.	Media and Public Relations Plan	Plan for media engagement and public relations activities, including press releases, media briefings, and press conferences.	Quarterly
4.	Stakeholder Engagement Reports	Reports on stakeholder engagement activities, including meetings, workshops, and partnerships. Include feedback from stakeholders and action plans.	Quarterly
5.	Content Calendar	A detailed content calendar outlining planned communications activities, including social media posts, blog articles, newsletters, and other content.	Monthly
6.	Social Media Analytics Report	Report analyzing social media performance, including metrics such as followers, engagement rates, and reach. Provide insights and recommendations for improvement.	Monthly
7.	Event Management Plan	A detailed plan for managing events, including timelines, logistics, communication materials.	As needed (prior to events)
8.	Post-Event and Campaign Post-Mortem Reports	Evaluation of specific communication events or campaigns	Due within two weeks of completion
9.	Partnerships Development Report	Report on the development and status of partnerships with key stakeholders, including government agencies, private sector partners, and international organizations.	Quarterly

Terms of Reference for the Engagement of a Communications and Partnerships Lead for the Investment in Digital and Creative Enterprises (iDICE) Programme

10.	Annual Impact Report	A comprehensive report on the impact of communication and partnership activities over the year, including success stories, lessons learned, and recommendations for the future.	Annually
11.	Communication Materials	Communication materials such as brochures, flyers, infographics, videos, and presentations to support the iDICE Programme's objectives.	As needed
12.	Ad-hoc Reports	Reports on specific issues, challenges, or opportunities that arise unexpectedly, requiring immediate attention and action from the PCU.	As needed

6. Duration and Commencement

The duration of the assignment shall be for an initial period of **one (1) year** to be renewed annually subject to satisfactory performance. The Communications and Partnerships Lead will be expected to commence work in May 2025.