



## **TERMS OF REFERENCE (TOR)**

### **FACILITATION SERVICE: TRAINING OF FARA STAFF ON CORPORATE COMMUNICATION AND MEDIA ENGAGEMENT**

#### **BACKGROUND**

The Forum for Agricultural Research in Africa (FARA) was established in 2002 by the Sub-regional agricultural Research Organizations (SROs) as a strategic platform that fosters continental and global networking to strengthen the innovation capacities of Africa's agricultural research system. FARA is mandated by the African Union Commission (AUC) to serve as its specialized agency on agricultural research and development (AR&D). FARA is the lead continental institution responsible for the implementation of the Comprehensive Africa Agricultural Development Programme (CAADP) Pillar IV (agricultural research, technology dissemination and adoption); and the Science Agenda for Africa Agriculture (S3A).

FARA operates in a dynamic environment that is characterized by frequent, high-level and media engagements with its last-mile stakeholders, including in research, academia, policy, private sector, farmers, media, donors. They also engage frequently with its Sub-regional organizations, including ASARECA, CCARDESA, CORAF, and AFAAS. The principle of the subsidiary in FARA's relationship with the CAADP-XP4 partners requires FARA and its staff to understand what and how to communicate at both the individual and corporate levels. FARA and its staff are also constantly expected to engage the media on issues affecting Africa AR4D in an open, transparent and practical manner and to carry the voice of Africa. It is against this background that it has become imperative to enhance staff capacity with the skills required to communicate appropriately with its stakeholders and effectively engage the media in both technically and politically appropriate manner. Accordingly, FARA is looking for a service provider to design and deliver corporate communication and media engagement training for staff who undertake such assignments. The training is expected to equip staff with the skills to successfully prepare and engage appropriately at the corporate level and with the media about FARA and Africa AR4D in formal and informal settings with its stakeholders listed earlier.

## **OBJECTIVES OF THE ASSIGNMENT**

This practical, interactive training will equip staff with the skills to successfully prepare and engage appropriately at the corporate level and with the media about FARA and Africa AR4D in formal and informal settings with its stakeholders. The training is expected to introduce both the Internationally Recruited Staff (IRS) and the General Support Staff (GSS) to corporate communications and media engagement concepts and principles.

## **TARGET PARTICIPANTS**

The training will target the following categories of Staff within the Forum for Agricultural Research in Africa (FARA) Secretariat.

<b>Subject area</b>	<b>Category of Staff</b>	<b>Number</b>
Training on corporate communication & media engagement	IRS	12
	GSS	15

## **SCOPE OF THE SERVICE**

This training will explore how FARA and its staff could effectively and appropriately communicate its mandate and issues of Africa AR4D in a technically and politically correct manner and without conflict. Drawing on appropriate in-depth cases, the training will develop diagnostic and prescriptive characteristics of effective corporate communication and media engagement that could form part of its Programme Process Manual.

The training should be more practical with appropriate case studies and practical examples of where corporate communications and media engagement has worked positively and where it failed. Through discussion and debate, participants will draw out key lessons from these experiences. The training is expected to enable participants to manage their communications at both the corporate level and media. Therefore, the training provider shall include all the basic concepts and best international practices necessary to achieve the stated objective of this training.

## **OUTPUT/DELIVERABLES**

The service provider is expected to provide virtual training on corporate communication and media relations for targeted staff. At the end of the training program, the participants should be equipped with the skills as stated in the terms of reference. The following deliverables are required under this assignment:

1. A developed training program which includes highlights of pre-training assessment
2. Designed and developed a training module.
3. Enhanced knowledge of staff with respect to the training topic.
4. Post-training report including a branded recording not later than two (2) weeks upon completion of the training

## **DURATION OF ASSIGNMENT**

A total of five (5) man-days are expected to be used for this assignment. Two (2) days pre-training preparation, two (2) days training (Tentatively scheduled for the second week in October 2022) and one (1) day post-training report writing and packaging of the recordings.

## **LOCATION OF THE ASSIGNMENT**

The training will be held as a virtual workshop with facilities provided by the FARA secretariat in Accra, Ghana and may be supported by the service provider's facilities.

## **PERFORMANCE CRITERIA**

The Facilitator is expected to undertake the services with the highest standards of professional and ethical considerations, competence, and integrity. He/she is expected to deliver the outputs most effectively and efficiently within the assignment period.

## **REPORTING**

The Facilitator will report to the Executive Director of FARA through the Head of Human Resources and Administration at FARA during the entire assignment period and on a regular basis.

## **FACILITIES TO BE PROVIDED BY FARA**

- a. Provide the platform for the training, IT support, and Knowledge Management and Communications support.
- b. Provide administrative support, including assistance in making appointments, organizing, distributing documents, and other necessary provisions to facilitate the training.

## **QUALIFICATION AND EXPERIENCE OF FACILITATOR**

The Facilitator must possess at least a Master's degree with proven practical experience in corporate communications and media engagement, especially in the Agricultural space. They must have a minimum of 10years of related experience. Excellent English language skill is mandatory. The trainer is expected to have proven practical experience in organizing and delivering training courses on Corporate Communications and Media Relations.

## **APPLICATION PROCEDURES AND DEADLINE**

A technical and financial proposal based on the Terms of Reference outlined above must be submitted. The proposal must outline the facilitator's proposed methodologies, references related to the execution of similar contracts, experience in similar areas, or evidence of knowledge and a proposed timeline. The proposal must also include the facilitator's CV.

Interested facilitators may obtain further information at the address below during office hours 0900 to 1500 hours. Submission of a proposal on the assignment must be delivered to the address below on or before **Tuesday, 8<sup>th</sup> March 2022** to:

**Dr. Yemi Akinbamiyo,**

*Executive Director*

*Forum for Agricultural Research in Africa (FARA)*

*PMB CT 173, Cantonment-Accra, Ghana*

*Email: [recruitment@faraafrica.org](mailto:recruitment@faraafrica.org)*

**For further information and clarifications contact:**

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