



LAUNCH OF EXPRESSION OF INTEREST/CALL FOR APPLICATIONS

NAME OF THE PROJECT: 50 Million Women Speak Project (50MWSP)

RECRUITMENT OF THE PROJECT CONTENT DEVELOPER FOR MALAWI

TENDER NO: CS/PRO/50MAWSP/SM/02

The Common Market for Eastern and Southern Africa (COMESA) has received a grant from the African Development Bank (AfDB) towards the cost of the 50 Million African Women Speak (50AWSP) Project and intends to apply a portion of the proceeds of this grant to eligible payments under the contract for recruitment of one (1) National Content Developer for Malawi.

1.0. Background of COMESA and the 50MAWSP

1. COMESA is the largest regional economic community (REC) in Africa. Gender equality and economic empowerment of women as one of its priority areas to enhance economic development in the region. The work of COMESA on gender and women empowerment is supported by the Treaty, Gender Policy and the African Union Agenda 2063 and Global Agenda 2030 for Sustainable Development.

2. As a continent, Africa has high rates of entrepreneurship generally, with many countries having almost equal participation between men and women. Women owned businesses y have been limited by capacity due to inadequate access to information/business intelligence and media that enhance timely proactive business decision making capacity to ensure enterprise viability sustainability in the short- medium- to- long-term. The scenario is quite different for their counterparts in industrialized economies where technological advancement has substantially reduced the cost and availability of business intelligence. Women business owners in the African context continue to face gender-specific barriers such as limited access to information and networking opportunities, lower levels of education and business training, weak property rights that deprive them of collateral and tangible assets, legal barriers that impede their economic activities and cultural barriers that discourage women from thriving as

entrepreneurs. The consequence is that women have challenges accessing financial and non-financial services and so the size and growth of their businesses suffer.

3. The African Development Bank collaborated with COMESA, EAC and ECOWAS through the 50 Million Women Speak (50MWS) Project to create a dynamic networking Digital Platform for women entrepreneurs. The Platform will enable women to connect with one another in ways that will foster peer-to-peer learning, knowledge exchange/transfer, mentoring and the sharing of information and knowledge within communities, and provide them with access to trade finance and market opportunities between urban and rural areas, and across borders and between countries. In addition, the Platform will enable women to develop market intelligence skills to stay abreast of business development trends within their contexts, regionally and globally to ensure sustainability of their businesses. The project is implemented in 38 countries belonging to COMESA East African Community (EAC) and Economic Commission for West African States (ECOWAS)

4. The project is expected to achieve among others, the following results: increased access and use of financial services by women entrepreneurs; increased participation of women entrepreneurs in business networks; availability of statistics on women in business; and increased access to national and regional markets. , Subsequently, the project is expected to contribute to the economic empowerment of women entrepreneurs through the use of the platform for business development..

Country Teams made up of representatives from the Public Sector, Private Sector and Civic Societies i.e. representatives from Ministries responsible for Gender, Ministries of Trade, Women Associations, and membership-based entities working with women in business or enterprise development have been established. The Country Teams will be supported by the National Content Developer in each of the respective Member States.

2.0. Appointment of a National Content Developer

5. The 50MWS Project would like to appoint a National Content Developer for the project in Malawi. The person must be a Malawian and resident within Malawi. The selected candidate will work closely with the Country Team to gather information and develop relevant content on information needs and services for women in business to be uploaded on the platform.

3.0. Scope of Work

6. Specific roles and responsibilities the National Content Developer will include, though not limited to:

3. 1. Key responsibilities

- Developing an editorial calendar of content to be developed based on the identified information needs;
- Developing relevant original content beneficial to women entrepreneurs
- Collaborating with Country Teams to continuously identify sources of content and develop appropriate content;
- Developing content that is informed by country specific information needs and services to enhance prospects of ownership and sustainability;
- Ensuring content is developed within the set timeframe;
- Ensuring the content gathered is validated by relevant authorities;
- Coordinating Country Teams for all 50MWS related activities;
- Coordinating content revision and updates - ensuring that the content on the platform is relevant and up-to-date;
- Liaising with the line Ministries/Agencies, National Gender Machineries including both the Private and Civic Society;
- Curate content related to women economic empowerment initiatives and repurpose to suit the target audience;
- Continuously identify topical and business trendy content beneficial to women entrepreneurs and develop relevant content;
- Promote the project through participating in national events which focus on women empowerment;
- Produce content (through articles, infographics, images or videos), which highlight success stories;
- Provide capacity building and technical support through a combination of both hand-holding and tuition-based transfer of knowledge to members of the Country Team regarding content gathering, development and packaging and eventual dissemination;
- Develop simple, easy-to-understand, user friendly content while employing good search engine optimization (SEO) techniques;
- Coordinate meetings of the Country Team;
- Write and submit country reports and statistics on the project;

4.0. Reporting and Management

7. The national content developer will work under direct supervision of the Ministry responsible for Gender and Women Affairs or Trade and Commerce in Malawi with the dotted reporting lines to the Project Content Manger and the Project Coordinator at COMESA

5.0. Skills and Experience

8. The incumbent should demonstrate and provide examples of past similar tasks undertaken in content development for websites, portals and/or related media channels at national and/or regional level. They must be a creative thinker to conceptualize content.

Experience in knowledge management will be highly desirable. The incumbent should be able to stay up-to-date with developments and generate innovative ideas to draw audience's attention. The incumbent should have a good understanding of challenges affecting women in business as well as various sources of content required for the Platform in the respective country. He/She should have the following skills:

- i. Excellent writing, editing and presentation skills;
- ii. Ability to synthesize information from multiple sources and translate it into creative and engaging digital content;
- iii. Data analytics skills in collection, interpretation and reporting;
- iv. Ability to independently plan, direct and evaluate all the content-related assignments;
- v. Knowledge of Search Engine Optimization and web traffic metrics

6.0. General Competencies/requirements

- i. Excellent command of English both written and oral;
- ii. Knowledge of French and Arabic languages will be an added value;
- iii. Ability to work in a team in a multi-cultural environment;
- iv. Ability to multi-task and work irregular and long hours; and
- v. Applicants must be citizens or full-time residents within the country they are applying for.

7.0. Academic Qualification

- I. Advanced University Degree in International business, International Marketing, Business journalism, Economics and or related fields.
- II. Minimum 7 years' experience in international business at regional and international levels.
- III. Experience in Digital marketing will be an added advantage
At least 5 years' experience in writing for a B2B audience

8.0. Duration of Contract

The Position has a duration of **4 months** with possibility of extension subject to the availability of funds.

9.0. Remunerations

9. The estimated budget remuneration for 6 months with all-inclusive is \$US12,000 (monthly the incumbent will earn **\$2,000** US dollars only).

The 50MWS Project now invites interested applicants to submit their Expressions of Interest including a detailed updated Curriculum Vitae with certified copies of academic and professional certificates and a motivation letter of not more than two pages explaining the applicant's understanding of the various responsibilities required for this position on or before **24th July 2020 at 17:00 hours Zambian time.**

For inquiries, please contact us at the address below during working hours: from **08:00 to 17:00** hours, Zambian Local Time.

The Expression of Interest/Application must be submitted to the below address electronically/**by email**;

The Chairman – Procurement Committee

COMESA Secretariat.

P.O. Box 30051

Lusaka, Zambia.

Email: procurement@comesa.int cc: smwesiqwa@comesa.int