

**Call for expression of interest**  
**Intellectual services contract for Cairo-based communications expert**  
**MENA-OECD Governance Programme**

Calls for expression of interest (EoI) serve to invite interested parties to put themselves forward as candidates in advance of a public procurement operation by the Organisation for Economic Co-operation and Development (OECD or the Organisation). The shortlists generated this way may be used and updated many times for future procurement procedures.

The purpose of this EoI is to provide the OECD with a list of candidates who will be invited to participate to the upcoming competitive procurement process.

The EoI and any further information communicated to the Entities or which come to their knowledge in the course of the EOI and the performance of the work are confidential and are strictly dedicated to the purpose of the EOI.

The competitive procurement process could be either a Call for Tenders or a Market Consultation. Calls for Tenders are open for participation to all the interested and eligible parties who will register to the eSourcing Portal of the OECD (<https://oecd.bravosolution.com/web/en/login.html>). Market Consultations are accessible only by invitation.

Applicants are thus encouraged to register on the eSourcing Portal. Candidates will be informed of any other tender launched on the Portal, and in connection with activities related to the areas of expertise that they have selected.

### **Context**

A local communications expert, based in Cairo, will be contracted to support the MENA-OECD Governance Programme in the implementation of the **EU-funded project “Support to Enhanced Administrative and Public Economic Governance in Egypt”** (2022-2026). This initiative aims to accompany Egypt in the implementation of its ambitious public governance reform agenda and the attainment of strategic objectives for the Egypt Vision 2030. As part of this work, the OECD will provide policy guidance and technical assistance for the government to strengthen the monitoring and implementation of the Sustainable Development Strategy 2030 and Administrative Reform Plan. It will do so through the OECD’s comprehensive approach to supporting effective public governance in MENA on key areas such as public sector leadership, public finance, open government, digital government, governance for youth and gender equality among others. The project will also foster the country’s exposure to international good practices and cutting-edge policy dialogue to nurture the long-standing strategic partnership between Egypt and the OECD since 2004 under the MENA-OECD Governance Programme.

### **Objectives**

The Contractor will be expected to provide communication support until December 2026 to the team leading the “Support to Enhanced Administrative and Public Economic Governance in Egypt” project funded by the European Commission. The Contractor will engage in a wide range of communication related tasks, including the development of communication material and the management of media relations. He or she will report to two project component focal points, under the supervision of Mr. Amr Soliman, the Project Lead from the OECD Secretariat.

### **Main responsibilities**

- Update and implement of the project's Communication and Visibility plan.
- Design the Communication Strategy during the inception phase of this project.
- Design the visual identity of the OECD/EU Egypt project which will be used for key communication material (i.e. flyers, agendas, concept notes, report covers, power point slides) following OECD and European Commission guidelines.
- Draft public communication material, promotional flyers, concept notes and other relevant content for the project in English and Arabic. The communication expert will be expected to advise analysts upstream on writing for wide, non-technical audiences to clarify evidence and policy messages and improve the dissemination of their results.
- Improve the general communication of activities; ensure consistency and coherence across all the activities carried out; collate and synthesise information from multiple sources; help draft key messages and produce communication content, as appropriate, for dissemination to the OECD internal audience and a wide variety of external stakeholders.
- Design key visuals for communication material, including social media posts, concept notes and meeting documents amongst others.
- Support external media relations and direct press inquiries, in close coordination with the OECD.
- Disseminate success stories and other relevant project communication through institutional channels and other relevant means.
- Prepare key communication material in English and Arabic to be shared by the project team and through corporate channels in line with OECD guidelines.
- Support the OECD communications officer in the development of content for the project website within the main MENA-OECD Governance programme page. The expert will also be tasked with regularly updating web content with key project objectives, milestones and events with the project team and adhering to organisation-wide guidelines and standards.
- Prepare short videos for the website and teaser videos for social media.
- Prepare strategic communication plans for key launches and events. The expert will also be expected to propose and implement ideas to expand our communications outreach and engagement opportunities.
- Contribute to the organisation of high-level meetings and events. This will include ensuring effective communications with participants and disseminating key information for their attendance.
- Provide support to the project team during hybrid zoom meetings as required.
- Support the project team with note taking in relevant meetings and preparing key messages and quotes to be used for social media communication.
- Support the elaboration of the narrative reporting on project activities and indicators by collecting and providing the OECD with the necessary information and supporting documents, including but not limited to the following:
  - Communication material for trainings, seminars, workshops and events (including photos, videos, tweets, participant quotes, etc.)
  - Data on the reach of key project-related communication activities (i.e. number of likes, number of downloads, number of views, number of comments, etc.)
  - News reports and articles referring to key updates to local reforms or governance arrangements in Egypt.

- Should any relevant documents be only available in Arabic, the Contractor will include a short description in English for each document.

All activities are to be pursued in close collaboration with and under the guidance of the OECD Secretariat Staff. The Contractor is expected to regularly communicate with the project implementation team to discuss methods, key activities and expected results.

### **Candidate profile**

- Based in Cairo, Egypt
- A Master's degree in communications, journalism, marketing or any other relevant field.
- At least two years of relevant experience in communications and media relations.
- Solid experience in the development of multi-media communications strategies and delivering key messaging. Experience in communicating on and knowledge of public governance issues in Egypt would constitute an advantage.
- Excellent IT skills, including web tools and platforms, and other internet technologies.
- Experience with IT collaborative platforms (e.g. e-share, teams) would be an advantage.
- Strong understanding of key social media platforms (Twitter, Facebook, LinkedIn, YouTube, Slide share) and their use.
- Knowledge of graphic design and desktop publishing and design tools (Adobe Creative Suite).
- Excellent knowledge of the local Egyptian context and key media sector practices.
- Fluency in Arabic and English is necessary.

### **Responding to the expression of interest**

The evaluation committee will only assess expressions of interest that meet the minimum requirements described above. The submission must provide the following information and be sent to ([Amr.SOLIMAN@oecd.org](mailto:Amr.SOLIMAN@oecd.org) and [paulina.LOPEZRAMOS@oecd.org](mailto:paulina.LOPEZRAMOS@oecd.org)) no later than Thursday 7 July 2022 at 23h59 Paris time:

- A detailed CV with dedicated sections corresponding to the requested information;
- Two references (name, phone, email) to be contacted in relation to previous experiences with similar projects.