



**TERMS OF REFERENCE  
COPYWRITER**

<b>Organization</b>	Adeso - African Development Solutions, <a href="http://www.adesoafrica.org">www.adesoafrica.org</a>
<b>Position Title</b>	Consultant - Copywriter
<b>Reporting To</b>	The Senior Communications and Advocacy Officer
<b>Working With</b>	Communications and Advocacy Department
<b>Duration</b>	Seven (7) Days
<b>Starting Date</b>	Immediately
<b>Application Deadline</b>	5:00 pm Eastern Africa Time, on October 04, 2017
<b>Vacancy Contact</b>	Please send applications <a href="mailto:consultancy@adesoafrica.org">consultancy@adesoafrica.org</a> – Adeso will only respond to short-listed applicants

**ORGANIZATIONAL BACKGROUND**

Adeso is an expanding and vibrant African based international development and humanitarian organization. At Adeso, we work with African communities who are yet to realize their full potential; working inside these communities to create environments in which Africans can thrive. Our belief that economic, social and environmental security is the bedrock of a healthy community drives the nature and intent of our programming. We work to prevent and overcome situations that adversely affect community well-being by: reinvigorating the economy, developing skills for life and work, providing humanitarian aid, and influencing policy.

For the past 20 years, we have strengthened rural livelihoods through environmental awareness, training, technology transfer and innovative humanitarian projects in pursuit of a peaceful, self-reliant, and greener future.

Adeso is an exciting and dynamic organization experiencing managed rapid growth. It offers sound employment conditions with opportunities for personal growth and development.

**PROJECT SUMMARY**

Adeso together with NEAR have come together to develop an integrated Islamic Social Financing pooled fund model (a hybrid fund). The idea of the fund follows the efforts at the World Humanitarian Summit in 2016 and the creation of innovative financing mechanisms at national levels to meet humanitarian and development needs. The objective of this fund is to provide a vehicle for a socially responsible instrument that can alleviate hardship, poverty and human suffering through mobilization of financial and material resources to the destitute and needy.

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The concept of the fund is rooted in the fundamentals of the Islamic faith and forms an integral part of the Islamic social fabric that promotes risk sharing, compassion, brotherhood and duty to other human beings. To ensure mission, vision, values, and intent of the fund are positively communicated to the public, a copy editor/writer is required to develop a brand positioning and content for the website.

### **SCOPE OF THE ASSIGNMENT**

This consultancy will be undertaken under the supervision of the NEAR's Senior Communications and Advocacy Officer and the ISF Fund Project Manager.

The objective of this consultancy is to develop a brand positioning and content for the ISF Fund, specifically for [ihsanfund.org](http://ihsanfund.org) that communicates with the Somali public, donors, government and other stakeholders. The copywriter will help the fund develop contents in line with social financing for humanitarian and development objectives which will be shared with the consultant, and strengthen the efficiency of our communication products with a strong writing style. The copywriter will therefore be expected to:

- Develop a brand position for Ihsan Fund that includes mission, vision and values
- Provide original content on the required topics resulting in materials that effectively communicate the fund's purpose
- Compile text from provided sources with evidence-based information, to edit and proofread and re-write texts
- Provide content for the fund's brochure
- Provide advice on the wireframe of the website from the structure to appropriateness of the pages

### **CONSULTANCY PERIOD**

#### **Delivery dates based on the work plan:**

All the content must be delivered by October 16<sup>th</sup> 2017.

### **APPLICATION PROCESS**

- Advanced university degree in Communications, Journalism or equivalent
- Work experience in communications
- Excellent writing and communication skills
- Branding experience
- Five years' work experience in print and broadcast media or web-based media
- Ability to handle multiple assignments with competing deadlines

### **COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS**

In consideration of the fees paid, the consultant expressly assigns to Adeso/NEAR any copyright arising from the works the consultant produces while executing this contract. All images (whether used for online or print purposes) must however bear the consultant's photo credit, as specified by international intellectual property rights. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from Adeso.

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## APPLICATION PROCESS

All applications should be sent to [consultancy@adesoafrica.org](mailto:consultancy@adesoafrica.org) by the **October 4<sup>th</sup>, 2017** with “**Copywriter Consultant**” on the subject line. The selection committee will review all applications as they arrive. All applicants must meet the minimum requirements described above, and those unable to meet these requirements will not be considered.

Each application package should include the following:

- An application letter addressing the selection criteria, including how the consultant’s previous experience matches the consultancy objectives as well as the interest for the position. It should also indicate the candidate’s availability and consultancy rates. The letter should be no longer than two pages.
- Consultancy daily rate.
- A sample of recent work.
- Updated CV including relevant work experience and qualifications.
- Contact details of 2 references (email addresses and phone numbers of two accessible referees familiar with the candidate’s work).

**Applications not including all of the above information will not be reviewed. Adeso is an equal opportunity employer.**

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