



THE DIGITAL MALAWI PROJECT

PROJECT NUMBER: P160533
PPA NUMBER: V0470

TERMS OF REFERENCE AND SCOPE OF SERVICES FOR ICT PARTNERSHIPS MANAGER

1. INTRODUCTION

Information and Communication Technology (ICT) is now globally recognized as an essential tool in promoting competitiveness, job creation, sustainable development, and overall poverty reduction. A combination of widespread access to broadband and a robust ICT services ecosystem can offer a powerful platform for reducing poverty, improving human development and increasing government transparency and efficiency. ICTs have the potential to transform business and government - driving entrepreneurship, innovation and economic growth and breaking down barriers of distance and cost in the delivery of services.

In recognition of the critical role that ICTs plays in fostering socio-economic development and empowering the poor, the Government of Malawi secured a loan from the World Bank to implement an ICT Project, "Digital Malawi". The implementation agency for the project is the Public Private Partnership Commission. Other stakeholders include Ministry of Information and Communications Technology, the e-Government Department and the Malawi Communications Regulatory Authority.

As part of the *Digital Malawi* project, the Government intends to use part of the loan proceeds to engage an **ICT Partnerships Manager** to assist the Government of Malawi in establishing partnerships and managing relationships with a variety of global and national stakeholders with the aim of promoting digital skills and the government's digital development agenda, with a special focus on digitally enabled innovation, entrepreneurship and digital inclusion in Malawi. The ICT Partnerships Manager will also be responsible for articulation and communications of results and impact from activities supported by the *Digital Malawi* program, on behalf of the Government.

2. OBJECTIVES OF THE ASSIGNMENT

The Government of Malawi, under the *Digital Malawi* Project, is seeking to foster partnerships with the private sector (particularly international tech companies, local IT firms, innovation hubs), private foundations and a variety of donors, academic institutions and other governments to undertake initiatives in support of the development of digital skills and promotion of digital innovation and entrepreneurship. The idea is to use the convening power of the project and link with Government, paired with some limited financial resources and technical assistance to attract mutually beneficial partnerships, programs and resources to address Malawi's digital skills deficit, to support digital entrepreneurship for job creation and to support innovative new approaches to increase access to affordable connectivity - particularly in rural areas.

In addition, the project also seeks to raise public awareness about the project itself and the potential for use of ICTs to promote Malawi's social and economic development. The ICT Partnerships Manager will be responsible for establishing and executing strategies and developing and nurturing partnerships to meet both objectives. The ICT Partnerships Manager's role will include articulating a value proposition for the project and highlighting its results, actively reaching out to potential partners, managing on-going partnership arrangements and relationship management with beneficiaries, and developing and executing proper

communications, for the success of the Project. The ICT Partnerships Manager will also be responsible for coordinating implementation of the Digital Skills and Innovation subcomponent of the Digital Malawi project, including leading organization and reporting on skills development and innovation events, administration of grants, programs, etc.

3. SCOPE OF WORK

The scope of activities for the ICT Partnerships Manager will include:

1. Establishing Partnerships with a variety of development partners, private sector players (local and international), NGOs and academia:

- Research and identify key partnership opportunities in support of *Digital Malawi* project implementation.
- Regularly present at local and international foras, articulating the value proposition for the project, promoting its early successes and developing partnership opportunities in connection with activities funded under *Digital Malawi*.
- Follow up with possible partners and prepare funding and partnership proposals as needed, including raising additional funds from donors, private sector and development partners.
- Prepare and ensure signature of necessary documentation (such as MoU for example) needed to establish formal and informal partnerships.
- Brief management on partnership opportunities and prepare talking points and communication materials for management as needed.
- Maintaining key relationships, develop outreach campaign and build various partnerships for the *Digital Malawi* Project amongst its various stakeholders including Government Agencies, Parliament, donors (e.g. bilateral, multi-lateral and Silicon Valley), etc.; and
- Leading implementation of project funded activities in support of digital skills, innovation, entrepreneurship and connectivity in collaboration with partners.

2. Designing and implementation of an effective communications campaign.

These activities will be primarily focused on highlighting the outcomes of the Digital Malawi Project and will include:

- a. Developing, implementing and managing the *Digital Malawi* Communications Strategy and related Implementation Plans;
- b. Developing key messages and maintaining a digital presence in a variety of channels such as websites, social networks e.g. Twitter, Facebook, Instagram and others.
- c. Ensuring that stories and documentaries related to the success of *Digital Malawi* are featured in print, electronic and social media (e.g. blogs) on a regular basis;
- d. Preparing and publishing information brochures and social media materials on *Digital Malawi* matters;
- e. Developing and publishing an e-newsletter, annual reports etc. for distribution to stakeholders;
- f. Compiling and editing appropriate marketing and information packages, with a view to giving the *Digital Malawi* project a positive image among the public in the print media, electronic media as well as social media;
- g. Supporting the Public Private Partnership Commission spokesperson in dealing with the media and the public on issues related to *Digital Malawi* project or queries;
- h. Extending basic media tips and publicity opportunities to the key stakeholders of Digital Malawi project.
- i. Leveraging partnerships and related joint events and initiatives to create positive publicity for the project and to raise awareness about the potential of digital technology for Malawi's overall social and economic development

4. QUALIFICATION REQUIREMENTS

- The ICT Partnerships Manager shall have a demonstrable ability to effectively develop and manage partnerships with high profile stakeholders, a strong understanding of the field of ICT and Innovation/Entrepreneurship and ability to cover the three realms of print, electronic and social media, with skills in video and audio presentation as an advantage.
- Academically, the candidate shall be qualified to at least Bachelor's Degree level in any relevant field in ICT such as computer science, information technology, telecommunication, information systems, etc. A post-graduate qualification or certification would be an added advantage.
- The successful candidate shall have knowledge of and hands-on exposure to Communications in addition to experience in ICT.
- Good relationships with entrepreneurs and Malawi's developer community would be an advantage.
- The candidate shall have excellent communication skills in both written and spoken English, ability to clearly articulate the value proposition of the Digital Malawi project and key messages.
- Good interpersonal skills with strategic management skills are a must.

5. DURATION OF CONTRACT AND LEVEL OF EFFORT

The ICT Partnerships Manager will be recruited for a period of three years with an initial period of one year, renewable subject to satisfactory performance. This is a full time position tenable at the Ministry of ICT/ Dept. of e-Government offices in Lilongwe, with frequent travels to Blantyre.

6. REPORTING

The ICT Partnerships Manager will work under the supervision of Project Coordinator at the Dept. of e-Govt. who reports to the Chief Director for e-Government and will be copying his reports to the *Digital Malawi* Project Manager.