

# TERMS OF REFERENCE- INFACREDITS COMMUNICATIONS OFFICER

## BACKGROUND

InfraCredit is a 'AAA' rated specialized infrastructure credit guarantee institution backed by the Nigeria Sovereign Investment Authority, GuarantCo and InfraCo Africa (Private Infrastructure Development Group companies), KfW Development Bank, Africa Finance Corporation and African Development Bank to provide local currency guarantees and mobilize long term debt financing for infrastructure in Nigeria.

InfraCredit's guarantees act as a catalyst to attract domestic credit from pension funds, insurance firms and other long-term investors into credit-worthy infrastructure projects, thereby deepening the Nigerian debt capital markets. InfraCredit operates in Nigeria on a commercial basis with private sector governance and mainly supports brownfield operating infrastructure companies. InfraCredit maintains the highest domestic financial strength ratings accorded to any financial institution by Agosto & Co. and Global Credit Ratings Co., the two leading domestic credit rating agencies.

For more information go to: [www.infracredit.ng/](http://www.infracredit.ng/)

The core message of InfraCredit's communication strategy is to portray InfraCredit's strong ability to act as a catalyst in attracting long term local currency funding for credit worthy infrastructure projects whilst deepening the Nigerian debt capital markets. This will be achieved by providing strategic information via a select number of communication channels that can effectively convey our key activities and messages which are hinged on the following guiding principles:

**Listening** - closely to all our stakeholders by building strong and reliable communication channels.

**Taking responsibility** - Every member of InfraCredit's communications team has a role to play in listening to stakeholders, incorporating feedback and communicating effectively.

**Respond** - To the needs and interests of various stakeholders (clients, investors, regulatory and government agencies, development partners etc) by providing timely, clear and transparent information.

**Collaboration** - This must be done wherever possible to maximise resources, effectiveness and impact of the information being sent out.

Effective communication is essential to the achievement of InfraCredit's strategic aim to 'catalyse an integrated financing solution for infrastructure, by crowding in institutional investors and funding across the capital structure of an infrastructure's project life cycle, thereby expanding the market for good quality infrastructure projects for InfraCredit'.

InfraCredit cannot actualize its vision of "being a catalyst and the most trusted partner, in the attraction of long-term capital

into infrastructure in Nigeria' unless key stakeholders are made aware of its activities and contributions through strategically informed communication. An effective communication strategy will contribute immensely to the achievement of InfraCredit's strategic objectives in the near to medium term. This strategy will cover both internal and external communications as we have recognized that communication is not just the responsibility of the communications department, but the responsibility of staff and management more broadly. This strategy will be periodically reviewed given that it's becoming harder to communicate with clients and stakeholders in a fast-paced world where their attention is in short supply. Flexibility and frequent monitoring of the effectiveness of InfraCredit's communication program will be critical as this strategy will need to be complemented by annual plans, surveys to assess the extent to which objectives are being achieved.

#### EXPECTED OUTCOMES/ RESULTS

- To build an enduring and sustainable brand by communicating up-to-date and timely vision, mission and values, guaranteed bond transactions, strategic initiatives, development impact activities, milestones and accomplishments of InfraCredit to various stakeholders (Bond Investors, capital providers, infrastructure investors, risk sharing partners, Donor partners/DFIs).
- To ensure accuracy of information and facts presented on the website and social media channels and media platform.
- To ensure error-free contents on the site, social media channels and media platform.
- To facilitate best-in-class media coverage driven by innovative improvements.
- Deepen InfraCredit's penetration in its target market, increase the awareness and visibility of InfraCredit, enhance relations with capital providers and investors as well as complement the firm's deal origination efforts.

	<ul style="list-style-type: none"> <li>• A lively and engaging website and social media platforms</li> <li>• To publish videos which highlight the market, project, and user-level benefits of InfraCredit activities.</li> </ul>
<b>POSITION</b>	Communication Officer (Consultant)
<b>DIRECT REPORT TO</b>	Chief Executive Officer's Office
<b>ENGAGEMENT PERIOD</b>	Six-month contract in the first instance and extendable/renewable subject to satisfactory performance
<b>SCOPE OF WORK</b>	<p>The Communication Officer (Consultant) will be required to provide the following Services in connection with the Engagement:</p> <p>The Communications Officer (Consultant) will be required to provide the following Services in connection with the Engagement:</p> <ul style="list-style-type: none"> <li>• Develop a strategic communication plan for effective brand positioning for Management's approval.</li> <li>• Study the corporate strategy document, develop contents for media communication and regularly disseminate same on the website and social media channels</li> <li>• Coordinate and manage all internal (intranet) and external communication (website, linkedIn, press)</li> <li>• Ensure maximum domestic and international coverage of all InfraCredit activities</li> <li>• Develop content for media engagements, including thought leadership</li> <li>• stories/feature articles</li> <li>• Preparation of quarterly newsletter and ensure</li> </ul>

distribution of same to the target audience

- Content/script writing for InfaCredit's social media channels and impact video production
- Develop content for communicating Infrastructure financing seminars involving InfraCredit and coordinating with the graphics team on the accompanying art work
- Preparation of all press releases for capital raising, bond issuances, corporate events/announcements
- Drafting and Publishing of news articles, press releases.
- Coordinate media interviews (visual and print) and publishing same on approved press platforms
- Managing the posts on InfraCredit social media channels and website
- Coordinating the posting of all capacity building and other training activities, pre and post the training on the social media
- Regularly update the mailing distribution list for all InfraCredit communication
- Ensure timely and regular updates to InfraCredit's intranet and website
- Develop content for public message/greetings on special days/events including International Women's day, festive periods; coordinating the graphics team for the creatives and posting same on social media channels

## QUALIFICATIONS AND EDUCATION REQUIREMENTS

Candidates for the Communication Consultants' role should meet the following requirements:

- Bachelor's degree in Finance, Accounting, Economics or related field.
- 3 -5 years' work experience in Investor Relation and Stakeholders communication.



- An understanding of financial markets, infrastructure projects financing and workings of development finance institution.
- An understanding of the industry and business models and ability to communicate InfraCredit business and strategies to Stakeholders.
- Proven analytical skills and systematic problem solving, as well as excellent communication and writing skills.
- Strong project management skills, and demonstrated commitment to professional and client service excellence.
- Experience with multitasking efficiently and accurately with little oversight.
- Acute attention to detail and a dedication to providing high quality work products.

**DELIVERABLES**

- Weekly and monthly report
- Traffic on the communication channels
- Feedback/Survey report

**KEY PERFORMANCE INDICATORS**

- Timeliness of Information release
- Satisfactory feedback from Users/Target Audience



[WWW.INFRACREDIT.NG](http://WWW.INFRACREDIT.NG)