



Request for Application for Consultancy

Media Consultant for Public Awareness and Communications Support to the NBA Anti-Money Laundering Committee (AMLC)

1. Background

The African Centre for Governance, Asset Recovery and Sustainable Development (African Centre) is implementing a project titled, *“Tackling Illicit Financial Flows (IFFs) through Asset Recovery and Management and Countering Money Laundering/Counter Terrorism Financing/Proliferation Financing (ML/CFT/PF) in Nigeria”*, to support the Nigerian Bar Association Anti-Money Laundering Committee (NBA AMLC). This initiative is funded by the Africa Network for Environment and Economic Justice (ANEEJ) with support from the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom.

The project seeks to raise awareness of anti-money laundering (AML) and counter-terrorism financing (CFT) obligations within Nigeria’s legal profession. As part of this, the African Centre invites applications from qualified media consultants to lead the design and delivery of a focused, multi-channel public communications campaign.

2. Scope of Work

The Media Consultant is expected to work closely with the NBA AMLC and African Centre to deliver the following within a maximum of **10 working days spread over 8 months**:

A. Communications Strategy Development

- Draft a concise communications strategy for the NBA AMLC with key messaging, audiences, channels, and timelines tailored to the legal profession and public stakeholders.

B. Radio Campaign

- Supervise the scripting and production of **2–3 English radio jingles**.
- Support the purchase of airtime on national and local stations for an **8-month rollout**.

C. Print Media Placement

- Design and coordinate placement of an advertisement in the **NBA 2025 Annual General Conference brochure** or a similarly high-visibility legal publication.
- Design and coordinate the placement of full-page advertisements in the **2025/2026 Law week brochures** of at least 17 NBA branches.

D. Social Media Advertising

- Develop and manage a limited **paid social media campaign** across platforms like Facebook, Instagram, and LinkedIn, including basic performance reporting.

3. Deliverables

- A concise communications strategy and work plan.
- 2–3 fully produced radio jingles.
- Airtime plan and confirmation of placements.
- Print-ready conference ad and proof of placement.
- Social media campaign designs, performance summary, and final report.

4. Duration and Level of Effort

- Total level of effort: **10 working days**.
- Period of implementation: **August 2025 – March 2026**.
- Days may be non-consecutive, based on activity timelines (e.g., strategy development, media production, ad placement, campaign monitoring).

5. Consultant Qualifications

Applicants must demonstrate:

- At least 5 years of relevant experience in media production, strategic communications, or public awareness campaigns.
- Strong portfolio of work in radio and digital content development.
- Experience working with civil society, legal stakeholders, or governance issues.
- Familiarity with AML/CFT messaging or public-interest campaigns is a plus.
- Proficiency in media planning, social media advertising, and results reporting.

6. Application Requirements

Interested consultants should submit:

- CV or company profile outlining relevant experience.
- Brief technical proposal (max 5 pages) with approach, timeline, and communication tools.
- Financial proposal outlining the cost per deliverable and total for 10 days.
- Samples/links to previous media or campaign materials.
- Two references or client testimonials.

7. Submission Guidelines

All applications must be submitted by **August 8, 2025**, to info@africancenterdev.org with the subject line: **Application – Media Consultancy for Public Awareness and Communications Support to the NBA Anti-Money Laundering Committee (AMLC)**. Only shortlisted candidates will be contacted.

9. Equal Opportunity

We strongly encourage applications from qualified **women, persons with disabilities, and individuals from underrepresented regions** of Nigeria. All applications will be assessed strictly on merit.