

Regional Rusumo Falls Hydroelectric Project

**Loan/Credit No. 5295 R Project N°: P075941 W, 5296 TA, Grant No: H872-BI,
H873-RW**

RECRUITMENT OF INDIVIDUAL COMMUNICATION CONSULTANT FOR RUSUMO POWER COMPANY LIMITED (RPCL)

Reference No: RW-NELSAP -439966-CS-INDV

Request for the Expression of Interest (EOI)

1. Background

Rusumo Power Company Limited (RPCL) is a special-purpose company jointly and equally owned by the Governments of Burundi, Rwanda, and Tanzania. RPCL has rights to develop, construct, own, and operate the 80MW Regional Rusumo Falls Hydroelectric Project located on the Kagera River at the Rusumo border between Rwanda and Tanzania.

RPCL is established to increase electricity supply to Burundi, Rwanda, and Tanzania's national grids and therefore position itself as a leading force in hydropower operations. Concurrently, RPCL is nurturing a durable relationship with local communities in the Rusumo area, advancing social, environmental, and economic development through robust Corporate Social Responsibility (CSR) initiatives. As a prominent, profit-oriented energy developer, RPCL prioritizes fulfilling its social responsibilities. To strengthen its corporate image and amplify engagement with stakeholders, the Rusumo Power Company Limited (RPCL) thought the Regional Rusumo Falls Hydroelectric Project (RRFHP) would like to hire a specialized expertise in communication to establish a robust framework for public relations initiatives.

2. Objective of the assignment/Consultancy

The overall objective of the assignment is to develop a comprehensive communication strategy and implementation plan that will support RPCL to effectively and efficiently communicate RPCL's updates and achievements.

3. Qualification and experience of the consultant

The following qualifications and experience will be required:

- 1) Possession of minimum master's degree in development communication, social mobilization, social marketing or a similar field;
- 2) At least 7 years of working experience in communication in the areas of water resources management and development, energy, infrastructure projects;
- 3) Proven ability to conduct stakeholder mapping, analysis and develop communication strategies and plans for regional organizations;
- 4) Ability to research, analyze, evaluate and synthesize information for infrastructure development projects or programs;
- 5) Ability to craft messages to particular energy or water resources institutions in East African countries context is essential;
- 6) Knowledge of computer skills and MS Office;
- 7) Fluency and proficiency in communication and writing English or French is required, knowledge of local languages from Burundi, Rwanda and Tanzania is an advantage.

4. Duration of the assignment and location

The Communication Consultant will be hired for One (1) year time-based contract renewable upon business need and satisfactory performance. The assignment will be undertaken at Rusumo Power Company Limited (RPCL), Administration Building, located in the United Republic of Tanzania in Rusumo-Ngara District near the border of Tanzania and Rwanda.

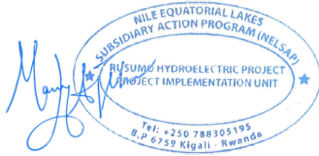
The attention of interested Consultants is drawn to *paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers* ("Consultant Guidelines" January 2011 revised July 2014), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment.

A Consultant will be selected in accordance with the *Individual Consultant Selection method* set out in the Consultant Guidelines. *A Consultant will be selected in accordance with the Individual Consultant Selection method set out in the Consultant Guidelines.*

The full ToRs are accessible on the following website: www.rusumorpcl.com

Interested consultants may obtain further information at the address below during office hours.

Expressions of interest including motivation letters, CV, copies of degrees and academic certificates must be delivered at the following emails: cmahirwe@rusumorpcl.com and jdeng@nilebasin.org / ntarek@rusumorpcl.com by **29th December 2024 at 5:00 PM.**



Jacob Manyun

Regional Power Program Officer for Power and Trade

Nile Equatorial Lakes Subsidiary Action Program–Coordination Unit (NELSAP–CU)