

UGANDA ENERGY CREDIT CAPITALISATION COMPANY

ELECTRICITY ACCESS SCALE-UP PROJECT (EASP)

Project Implementation Unit

Terms of Reference for Marketing Specialist (1 position)

Background

The Government of Uganda (GoU) has received funding from the World Bank for the implementation of the Electricity Access Scale-up Project (EASP) to be implemented over a period of five (5) years. EASP will support GoU's efforts to increase access to electricity for households, refugee and host communities, industrial parks, commercial enterprises and public institutions. This is intended to spur socio-economic transformation, in line with Uganda's Vision 2040, the National Development Plans (NDP III), the 2018 – 2027 Electricity Connection Policy (ECP) adopted in January 2018 and to meet the Sustainable Development Goal 7 (SDG 7) of achieving universal energy access by 2030. EASP activities will build on earlier Government initiatives in the energy sector, to support the expansion and strengthening of the electricity distribution network, scale-up service connections within the network, and increase access to off-grid electricity in refugee settlements and their host communities (outside the existing electricity distribution network), and to clean cooking services and technologies.

The EASP will be implemented by two main entities, namely the Ministry of Energy and Mineral Development (MEMD) and the Uganda Energy Credit Capitalisation Company (UECCC) through Project Implementation Units (PIUs).

The two Implementing Agencies will collaborate closely with the Office of the Prime Minister (OPM), Ministry of Education and Sports (MoES), Ministry of Health (MoH), Ministry of Water and environment (MoWE), Ministry of Local Government, Ministry of Agriculture, and other relevant sector stakeholders to implement the various project activities.

Uganda Energy Credit Capitalisation Company (UECCC) is a Government of Uganda Company in place to facilitate investments in Uganda's Renewable Energy Sector. The UECCC's main objective is to provide financial, technical and other support for renewable energy development in Uganda with particular focus on enabling private sector participation.

The Project Implementation Unit (PIU) at UECCC will be established as part of the UECCC Organogram to implement the financial intermediation component for increasing energy access through stand-alone solar technologies, financing of internal wiring of premises, promotion of

efficient appliances for productive uses, and clean cooking solutions nationwide (at households and institutional level), including in refugees hosting districts. The UECCC will also support electrification of public institutions, including public schools, public health centres, public water supply systems and so on, through stand-alone solar technologies.

The UECCC seeks to engage the services of a Marketing Specialist to ensure effective and efficient implementation of the EASP project.

Objectives of the Assignment

The Marketing Specialist will support the Project Manager and four Program Managers in the UECCC PIU to develop and execute effective marketing strategies to promote the uptake of the financing programs under the EASP.

Scope of Services

The Marketing Specialist will be dedicated to the implementation of the EASP project, and will have the following duties and responsibilities:

- a) Develop marketing strategies for the various financing programs in close liaison with the EASP project team.
- b) Prepare work plans and budgets for marketing activities and manage the preparation and publication of promotional materials.
- c) Work closely with the various Program teams to implement the approved Marketing Strategies in support of project implementation and achievement of set targets.
- d) Conduct market surveys, analyse trends and monitor competing or similar financing programs for renewable energy and propose innovative marketing initiatives to increase the uptake of the EASP's financing facilities.
- e) Periodically evaluate the effectiveness of all marketing activities and make appropriate recommendations for consideration by UECCC Management.
- f) Prepare quarterly and annual progress reports regarding the marketing activities undertaken and their impact in terms of project targets, highlight the challenges faced and measures to address them, and indicate the planned marketing activities for the subsequent period.
- g) Initiate engagement and manage externally sourced marketing consultancies by, among others, preparing terms of reference and ensuring that marketing activities are carried out in accordance with the contractual requirements
- h) Liaise closely with the MEMD PCU, MEMD PIU, other GOU agencies and hired consultants/ firms engaged to execute marketing programs under the EASP and, to the extent possible, ensure synergy and consistency in the planning and implementation of marketing activities
- i) Liaise with other key stakeholders on a continuous basis to obtain and/or share relevant information for effective delivery of the EASP objectives

- j) Carry out any other duties as assigned by the Project Manager, PIU at UECCC, provided these duties contribute to achieving the development objectives of the EASP project.

Minimum Qualifications and Experience

- a) Honours degree in Marketing, Business, Communications or a related field from a recognised university
- b) Master's degree in marketing, business, communications or related field from a recognized university will be an added advantage
- c) At least five (5) years of relevant work experience in planning, design, implementation, and coordination of marketing initiative with reputable organisations
- d) Demonstrable experience in the energy sector and/or experience working with Government on energy projects financed by Development Financial Institutions such as the World Bank, AfDB, AFD, KfW, etc. will be an added advantage
- e) Good interpersonal skills and ability to work with teams within and outside the organisation at all levels.
- f) Excellent communication skills with proficiency in written and spoken English.
- g) Excellent report writing and presentation skills
- h) Strong organisation skills
- i) Must be self-driven with ability to work under pressure with minimal supervision and deliver amidst tight deadlines.
- j) Highly motivated individual, with the ability to think innovatively.
- k) Knowledge of known marketing and communication software tools and packages for html, web-editing, web design, WordPress, Graphic design and digital media.

Duration of the Assignment

The Marketing Specialist shall undertake the assignment on a full-time project basis for a period of five (5) years subject to satisfactory performance as shall be determined during the annual performance evaluations.

Reporting Arrangements

The Marketing Specialist shall report to the Project Manager, at UECCC.

Duty Station

The Marketing Specialist shall be based in the UECCC offices in Kampala, Uganda, with occasional travel to project implementation areas for monitoring or as and when the need arises.