

**CABO VERDE TECHNOLOGY PARK – PHASE II**

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**TERMS OF REFERENCE****RECRUITMENT OF A MARKETING AND  
COMMUNICATION MANAGER FOR TECHPARK****1. INTRODUCTION**

The Government of Cabo Verde has received from the African Development Bank (hereafter named “the Bank”), the Loan 2000200005602 for the amount of US\$ 14 million, towards the implementation of the Cabo Verde Technology Park Project – Phase II, aiming at transforming the Republic of Cabo Verde into a digital and innovation hub by operationalizing a technology park, equipped with modern infrastructure and workspaces with an innovative ambience that will house emerging start-ups to established multinational technology companies.

The Project consists of the following components and sub-components:

Component A - Operationalization of the Climate Resilient Technology Park infrastructure:

- Equip data centers with the required software and hardware;
- Implement a PPP structure to manage Data Center II;
- Deploy green, climate-friendly and smart infrastructure in the park.

Component B – Business development and capacity building:

- Digital and soft skills training (coding for employment);
- Incubation / Entrepreneurship (Salto Cabo Verde).

Component C - Project Management and Institutional Strengthening:

- Strengthen the operational and technical capacities of the Cabo Verde Park Agency (TEHPARK);

- Support the operations of the Project implementation unit.

The Government intends to apply part of the amount of said loan for: recruitment of a Marketing and Communication Manager for TECHPARK with the following profile:

## **2. RESPONSABILITY**

The Marketing and Communication department is the key organizational unit in promoting the business and mission of the Cabo Verde Technology Park, playing an essential role coordinating all the channels and producing relevant materials representing the organization. It is among its competencies to reach out to prospects, investors and/or the wider entrepreneurial community, while creating and maintaining an overarching image that represents the Park.

## **3. TASKS AND ATTRIBUTIONS**

- Provide necessary support to the board on the preparation of the global marketing, communication and public relations plan;
- Manage the Cabo Verde Technology Park brand;
- Create, manage and monitor relevant communication and marketing channels, including website, social media, among others;
- Identify, organize and conduct relevant events, marketing initiatives and campaigns;
- Develop the appropriate communication and marketing materials;
- Create relevant content for the communication channels, including relevant content for
  - search engine optimization;
- Define internal communication channels, including the production of internal communication materials;
- Work as a media liaison, interacting with the media when needed using the relevant tools;
- Train and manage the team to support marketing and communication activities.

#### **4. QUALIFICATION AND EXPERIENCE**

The Marketing and Communication Area Manager of the Cabo Verde Technology Park will be an experienced and skilled individual, responsible for the designing, managing and implementing the whole range of online and offline communication strategies targeting the engagement of relevant audiences for the activity of the Park. In such quality, the area manager should have a strong knowledge of the values and value proposition of the Park, as well as of all the relevant strategic communication channels: corporate communications, public affairs, press office, traditional and e-marketing development communication strategies. Considering its experience and profile, the Marketing and Communication Area Manager should have:

- 3 + years of proven experience as Marketing and Communication Manager and/or other equivalent position in a relevant organization;
- Strong experience in designing and Implementing creative and effective communication and marketing content;
- In-depth acquaintance in creating, managing and monitoring internal and external communication channels, as well as in defining, coordinating relevant marketing tools and initiatives;
- MSc/MA in marketing, advertising or communications or any other relevant area;
- Professional Photography and Video making training is an added value;
- Fluency in English;
- Good knowledge of French and other languages is an added value.

#### **5. CONTRACT DURATION**

From the date of contract signing until December 2024, subject to annual renewal based on satisfactory performance evaluation, but not exceeding the project end date.