



Vacancy Announcement #093/2024

Diaspora Engagement Expert - WIDU.africa - The Support Platform for Micro and Small Enterprises in Africa in Collaboration with the Diaspora in Europe

Contract duration: 30.09.2026

Application deadline: 16.08.2024

Duty station: Addis Ababa

The WIDU project provides grants in connection with existing flows of money from private individuals within the African diaspora in Germany, France, Austria, the Netherlands, Norway, Switzerland and Sweden. The project thus redirects these flows of money into long-term investments in the businesses of relatives or friends one of six African countries (Cameroon, Ethiopia, Ghana, Kenya, Togo, Tunisia).

The central tool for the project is the online platform WIDU.africa. The platform allows members of the African diaspora in seven European countries, together with friends and relatives living in Ethiopia as well as five other African countries, to apply for funding for their businesses and business ideas. The focus is on small and micro businesses in the informal economy in any industry. Alongside a grant, the entrepreneurs are also accompanied by a business coach throughout the implementation period.

Responsibilities

- **Develop and implement strategies:** Create and execute strategies to effectively engage with diaspora communities, understanding their needs, and leveraging their skills, knowledge, and resources for development initiatives.
- **Stakeholder engagement:** Establish and maintain relationships with key stakeholders, including government agencies, community organizations, diaspora networks, and other relevant entities to foster collaboration and partnerships.
- **Coordination of WIDU diaspora focal persons:** Provide guidance on the tasks and responsibilities to contracted diaspora focal persons in regular meetings. Coordinate their collaboration with WIDU and their activities and engagements with the diaspora in Europe.
- **Communication and outreach:** Utilize various communication channels to engage with diaspora communities, keeping them informed about opportunities, initiatives, and events. Foster dialogue and facilitate effective communication between diaspora communities and relevant stakeholders.
- **1-on-1 support to diaspora members:** Provide direct support to diaspora members who need support in understanding the opportunities offered by WIDU and in using the WIDU platform.



- **Event management:** Organize and implement virtual and in-person events and meetings with diaspora members as well as other relevant stakeholders.
- **Research and analysis:** Conduct research, collect data, and analyze information related to diaspora communities, their distribution, contributions, and their impact on various sectors. Use the findings to inform decision-making and program development.
- **Monitoring and evaluation:** Monitor and evaluate the effectiveness of diaspora engagement initiatives, track progress, and measure the impact of interventions.

Required qualifications, professional experience

Qualifications

- Bachelor or master's degree in international relations/development studies, communications/ studies, business/entrepreneurship, social sciences, migration studies or in another relevant field.

Professional experience

- Applicants must possess a minimum of 5 years of relevant work experience in the field of engagement with diaspora or similar communities. They must demonstrate experience in building and maintaining strong networks and relationships within diaspora or other communities. They must have strong ability to connect with individuals, organizations, and key stakeholders, fostering trust, collaboration, and partnerships.
- Experience in designing and delivering presentations and workshops aimed at (international diaspora) communities to contribute effectively to development initiatives.
- Demonstrated ability to establish and maintain relationships with key stakeholders such as government entities, non-profit organizations, community leaders, and diaspora networks.
- Demonstrated ability to steer processes, plan, organize and execute tasks following strict timelines (project management). The candidate must have the ability to organize and coordinate activities, meet deadlines, and ensure the smooth implementation of diaspora engagement initiatives.
- Proficiency in conducting research, analyzing data, and generating insights related to diaspora communities, their contributions, and their potential impact on various sectors.

Other knowledge, additional competencies

- Candidate should have evidence for an understanding of diaspora dynamics, cultural nuances, and the challenges and opportunities associated with diaspora engagement.
- Demonstrated strategic thinking abilities, including the capacity to develop and implement comprehensive plans for diaspora engagement. Ability to identify opportunities, anticipate



challenges, and propose innovative strategies to effectively engage the diaspora community and achieve project goals.

- Strong digital proficiency is essential as the candidate will rely heavily on digital tools for effective communication, presentations, and collaborative work on a daily basis.
- Proficiency in English as well as relevant languages spoken by the Ethiopian diaspora (e.g. Amharic, Oromo, Tigrinya).

Application procedure:

Interested and qualified external candidates shall submit their motivation letter along with their non-returnable recent CV only via email: hreth@giz.de

Note:

Please make sure you mention the Vacancy Number ‘Diaspora Engagement Expert #093/2024’ in the subject line of your email application.

Please be informed that at the time of contract preparation, the position title ‘Diaspora Engagement Expert’ will be changed to “Economic Cooperation and Private Sector Development Advisor”.

Due to large number of applications we categorise applications with the vacancy numbers.

Applications without vacancy numbers in subject lines might not be categorized in the appropriate folder and could be disqualified.

Only short-listed candidates will be contacted

We encourage persons with disabilities to apply for the position. In case of equal qualification, persons with disabilities will be given preference.

Applications from qualified women are encouraged.

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**Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH**

GIZ Country Office Ethiopia and Djibouti

Kazanchis, Kirkos Sub City, Woreda 08

P.O. Box 100009, Addis Ababa, Ethiopia

| www.giz.de | www.giz.de/de/weltweit/336.html

