



**iDICE**

Investment in Digital and Creative  
Enterprises Programme

**Terms of Reference (TOR) for the Engagement of a  
Creative Sector Specialist**

**for the**

**Investment in Digital and Creative Enterprises  
(iDICE) Programme**

**Sector: Technology and Creative**  
**Financing Agreement reference: 2000200005160**  
**Project ID No.: P-NG-K00-009**

**25<sup>th</sup> March, 2025**



### 1. Background

The Federal Government of Nigeria has received financing from the African Development Bank (AfDB), Agence Française de Développement (AFD) and the Islamic Development Bank (IsDB) towards the implementation of the Investment in Digital and Creative Enterprises (iDICE) Programme<sup>1</sup>. The objective of the iDICE Programme is to promote entrepreneurship, boost innovation, create jobs, enhance social development, and achieve economic transformation by fostering growth in the digital technology and creative ecosystem, building on brownfield investments and synergies with ongoing initiatives in Nigeria.

In line with implementation arrangements, the iDICE Programme Coordination Unit (PCU) within the Bank of Industry (BOI) is seeking to engage the services of a **Creative Sector Specialist** as part of the Programme Coordination Unit.

### 2. Objectives

The Creative Sector Specialist will lead creative sector strategies within the iDICE programme, focusing on commercialization, funding mechanisms, and SDG-aligned growth, while ensuring compliance and stakeholder engagement.

### 3. Scope of work

The Creative Sector Specialist shall be responsible for a range of duties which include, but are not limited to:

- a) Acting as the focal point for all creative sector related issues on the iDICE programme.
- b) Implementating and monitoring activities towards the achievement of key program objectives in the Creative Sector.
- c) Ensuring that the project is implemented in accordance with the Financing Agreement executed between the Federal Government of Nigeria (FGN) and all its financing partners.
- d) Developing status updates and stakeholder reports on iDICE Programme activities in the Creative Sector.
- e) Facilitating marketplace data/insights on Creative Sector economy to cover key activities (e.g., production, distribution, and consumption).
- f) Developing domesticated Creative Sector economy impact programs.
- g) Developing Creative Sector economy commercialization framework.
- h) Developing Creative Sector economy IP management framework.

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<sup>1</sup> More details about the iDICE Programme as documented in the Program Appraisal Report (PAR) can be accessed at <https://www.afdb.org/en/documents/nigeria-investment-digital-and-creative-enterprises-i-dice-program-project-appraisal-report>

- i) Developing framework for Creative and Culture Commodity Exchange (marketplace).
- j) Structuring marketplace project financing, revenue model and profitability mechanism (institutional and crowdsourced funding framework).
- k) Developing Creative Sector economy financing de-risking mechanism(s).
- l) Developing Creative Sector economy SDG strategy and implementation plan - Impact Investment for Creative Content Development for Global Compact (UN/SDG).
- m) Developing detailed omni-channel marketplace distribution framework (integrate to relevant channels).
- n) Executing other assignments as may be directed by Management.

#### **4. Qualification and Experience**

- a) Minimum of a university degree in Social Sciences, Technology, Business Administration or related fields.
- b) Between 5 to 10 years of relevant experience in the Nigerian creative sector.
- c) Excellent communication (oral and written) and presentation skills.
- d) Outstanding organizational and planning abilities.
- e) Experience managing, designing, and coordinating program activities and communication across multiple delivery partners and program donor(s)
- f) Expertise in developing tools and methodologies linked to enhanced program design and delivery.
- g) Excellent negotiation skills.
- h) Expected to have sound knowledge of contemporary issues related to the creative sector.

#### **5. Reporting and Deliverables**

The Creative Sector Specialist will report to the **National Coordinator at the PCU**. The Creative Sector Specialist will submit reports as follows:

<b>S/N</b>	<b>Deliverable</b>	<b>Description</b>	<b>Timeline</b>
1.	Monthly Progress Reports	Detailed reports on the progress of activities, challenges faced, solutions implemented, and recommendations for the upcoming month.	Monthly
2.	Quarterly Performance Reviews	Comprehensive reviews of the performance of the creative sector initiatives, including key performance indicators (KPIs), milestones achieved, and impact assessments.	Quarterly

3.	Annual Strategic Plan / Creative Sector Strategy Report	A comprehensive strategy outlining the action plan for the creative sector for the upcoming year, as well as implementation and commercialization plans for the creative sector, including Intellectual Property (IP) management.	Annually
4.	Stakeholder Engagement Reports	Reports on engagements with stakeholders, including meetings, workshops, and collaborations, along with outcomes and follow-up actions.	Bi-monthly
5.	Marketplace Data and Impact Analysis	Analysis of marketplace data to inform the development of impact programs and the Creative and Culture Commodity Exchange.	Bi-annually
6.	Project Implementation Reports	Updates on the implementation status of specific projects within the creative sector, including timelines, deliverables, and any deviations from the plan	Bi-monthly
7.	Progress and Compliance Report	A detailed assessment of progress towards creative sector objectives (social and economic impact of the creative sector initiatives, including job creation, innovation boost, and contributions to economic transformation) and adherence to financing agreements.	Quarterly
8.	Ad-hoc Reports	Reports on specific issues, challenges, or opportunities that arise unexpectedly, requiring immediate attention and action from the PCU	As needed

**6. Duration and Commencement**

The duration of the assignment shall be for an initial period of **one (1) years**, to be renewed annually subject to satisfactory performance. The Creative Sector Specialist will be expected to commence work in May 2025.