



WEST AFRICA REGIONAL FISHERIES PROJECT (WARFP – LIBERIA)

MINISTRY OF AGRICULTURE

Bureau of National Fisheries

P. O. Box 10-9010

1000 MONROVIA 10, LIBERIA

ACGF Grant ID:TF0A3199



Request for Expression of Interest (REOI) for provision of Individual Consultancy Services as Communication Officer for WARFP Liberia

1.0 BACKGROUND

The Government of Liberia through the Ministry of Agriculture has received additional financing from the Africa Catalytic Growth Fund (ACGF) and Global Environmental Facility (GEF) of the World Bank in support of the West Africa Regional Fisheries Project (WARFP) in Liberia and intends to apply part of the proceeds towards the recruitment of Communication Officer.

2.0 OBJECTIVES OF THE ASSIGNMENT

The Ministry of Agriculture of Liberia through the West Africa Regional Fisheries Project (WARFP) seeks to recruit a Communications Officer to provide communications services to increase the visibility of the WARCIP Project and implement internal and external communications strategies, tools and approaches. The Communications Officer is to develop and guide the Project's overall communications strategy and implement communications activities.

3.0 SCOPE OF SERVICES

General Responsibilities:

The Communications Officer shall have primary responsibility for developing a comprehensive communications strategy for the Project, based on a communications needs assessment, and supporting the implementation of the Project's communications, branding and outreach activities.

Specific Responsibilities:

- Develop and implement a communications and branding strategy taking into account the WARFP Liberia Project's need to effectively communicate with internal and external stakeholders, especially those in the fisheries sector, the World Bank group and the donor community, Government ministries and regulatory agencies, and the general public. This strategy should define, strengthen and promote the Project's brand and effectively market the Project's work and competencies to all stakeholders.
- Develop the Project's online presence through the design of an appropriate website and on-line newsletter.
- Coordinate and manage the preparation, publication, design and dissemination of the Project's knowledge, promotional and informational materials, products and services, in coordination with the Project team. These materials would include brochures, press kits, fact sheets and graphic work.

- Develop, in consultation with the Project team, an appropriate logo for the Project.
- Ensure smooth implementation of all communications activities, including support for the management and facilitation of workshops, seminars, conferences and other events.
- Plan, write, prepare and/or review press releases and articles to be used in Project publications, and maintain a repository of Research, write, procure photos and graphics and distribute content for electronic, print, and online media.
- Provide media management support for the Project.
- Assist in tracking and effectively communicating the results and impact of the Project's work via appropriate tools for effective reporting and demonstration of the Project's value and impact.
- Conduct any other communications, branding and outreach activities as may be required in line with the overall communications strategy.
- Monitor and evaluate the effectiveness of the communications strategy and advised on remedial measures.

4.0 REPORTING AND TIME SCHEDULES

The assignment is expected to initially cover six (6) months and is renewable, subject to satisfactory performance and availability of funding. The Communication Officer will report to the Project Coordinator of WARFP. The Communication Officer will work closely with the Project Team, Ministry of Agriculture, other relevant agencies and technical staff responsible for project activities.

5.0 QUALIFICATION AND EXPERIENCE

- A degree in management, development studies, the social sciences or other field related to Project activities;
- At least five (5) years' experience as Communication Officer in Government projects/agencies, multilateral donor funded projects or other donor funded/NGO projects preferably World Bank;
- The consultant must have formal higher education training in communications. Formal training and previous experience in marketing and/or social marketing would be a distinct advantage.
- The Consultant should have proven experience in marketing, corporate communications, branding, media management, event management, public relations, graphic design, web design and writing for the print and electronic media.
- Previous experience in providing communications services for non-profit organizations or development projects in Africa and particularly in Liberia would be an advantage.

- Have in-depth knowledge and understanding of the marketing communications and specifically promotional marketing industry in the service sector. Experience with non-profit service based organizations would be a plus;
- The consultant should have the capacity to design communications strategies for both urban and rural, and literate and non-literate populations, and have prior experience in doing this for a range of different themes and issues.
- He/she should have very strong writing skills and show evidence of creativity in designing and communicating messages.
- The consultant should have exceptionally strong organizational skills and have the willingness and capacity to work closely and highly collaboratively with an international communications specialist who will take the lead in designing and overseeing the implementation of a new social marketing campaign.

DURATION OF ASSIGNMENT

An initial Six (6) months contract subject to review and possible extension, based on satisfactory performance and availability of funding.

DUTY STATION: Monrovia

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 July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

A consultant will be selected in accordance with the Individual Consultant Selection (ICS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from **9:00am to 16:00pm**.

Expression of Interest must be hand delivered to the address below or to the under listed E-mail addresses **on or before 6th March 2017**.

Mr. Yeviewuo Z. Subah
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