



**MINISTRY OF AGRICULTURE
REPUBLIC OF LIBERIA
PROGRAM MANAGEMENT UNIT**

RURAL ECONOMIC TRANSFORMATION PROJECT (RETRAP)

**REQUEST FOR EXPRESSIONS OF INTEREST
(INDIVIDUAL CONSULTANCY)**

Credit No./Project No.: P175263

Assignment: Individual Consultancy to recruit a Senior Communication Officer

Background

The Government of Liberia, through the Ministry of Agriculture, has received a support from the World Bank, for the Rural Economic Transformation Project (RETRAP). The RETRAP seeks to increase income of rural poor households through sustainable agricultural livelihood enhancements and improved rural access and agricultural marketing infrastructure services. As its focus, the project will support the value chains of cassava, Rubber, Poultry & Pig husbandry Vegetables. The project will be implemented in 11 of the 15 counties over a period of five years.

Scope of Services

The Communication Officer is expected to assist in developing and executing the projects' (STAR-P & RETRAP) communication for development (C4D) strategy. In so doing, the Officer will play a lead role in raising the projects' profile among targeted audiences and effectively communicating the project's messages while facilitating its strategic and operational objectives.

The Ministry of Agriculture now invites eligible individual consultants to indicate their interest in performing the Services. Interested Individual Consultants should provide updated Curriculum Vitae (CV) and relevant documents indicating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria include the following:

A bachelor's degree in communication, marketing, business administration or related field with knowledge of communication and marketing principles. A post-graduate degree is preferable.

At least five (5) years of work experience in communication, marketing, or public relations

More than two years' experience in designing, editing and producing publications, especially reports and briefs

Experience in brand management desirable

Experience working on international organizations' development projects an advantage.



The detailed Terms of Reference (TOR) for the assignment can be found at the following websites:

- a) www.emansion.gov.lr
- b) [https://vacancies & Career Opportunities | Ministry of Agriculture \(www. moa.gov.lr\)](https://vacancies & Career Opportunities | Ministry of Agriculture (www. moa.gov.lr))

The attention of interested individual Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" dated July 2016, revised November 2017, and August 2018, setting forth the World Bank's policy on conflict of interest. Please refer to paragraph 3.17 of the Procurement Regulations on conflict of interest related to this assignment which is available on the Bank's website at <http://projects-beta.worldbank.org/en/projects-operations/products-and-services/brief/procurement-new-framework>

An Individual Consultant will be selected in accordance with the Individual Consultant Selection (ICS) method set out in the World Bank Procurement Regulations.

Expressions of interest must be submitted electronically in a format that cannot be altered (pdf format is preferred) to the email address below by e-mail by 28th March 2022 @ 5:00pm local time.

Galah Toto
National Program Coordinator)
Project Implementation Unit (PIU)
Ministry of Agriculture
RURAL ECONOMIC TRANSFORMATION PROJECT (RETRAP)
Somalia Drive, Gardnersville, Monrovia,
Liberia Tel +231-777576980
Email: retrapbids@moa.gov.lr with a copy to Email: qtoto@moa.gov.lr

**TERMS OF REFERENCE FOR RECRUITMENT OF A
COMMUNICATION OFFICER FOR THE RURAL ECONOMIC
TRANSFORMATION PROJECT (RETRAP) OF THE MINISTRY OF
AGRICULTURE**

Post Title: Communication Officer

**Location of Post: Program Management Unit of the Ministry of Agriculture,
Somalia Drive Montserrado County with extensive travel to project counties.**

**Contract Duration: Two years, renewable based on agreed
performance targets and deliverables**

Reports to: Operations Manager

Recruitment: National Position

Background

The Government of Liberia, through the Ministry of Agriculture, has received support from the World Bank, for the Rural Economic Transformation Project (RETRAP). The project seeks to increase income of rural poor households through sustainable agricultural livelihood enhancements and improved rural access and agricultural marketing infrastructure services. As its focus, the RETRAP will support the value chains of cassava, Rubber, Poultry & Pig husbandry and Vegetables. RETRAP will be implemented in 11 of the 15 counties for a period of 5 years.

Scope of Services

The Communication Officer is expected to assist in developing and executing the projects' (RETRAP) communication for development (C4D) strategy. In so doing, the Officer will play a lead role in raising the projects' profile among targeted audiences and effectively communicating the project's messages while facilitating its strategic and operational objectives.

Main Responsibilities

Manage activities of the Communications firm that will be hired to develop and roll out the C4D strategy. Key responsibilities include:

Providing advice on the design of the C4D strategy and leading the review and approval of the final document

Facilitating the implementation of the C4D strategy

Ensuring the firm fulfils the terms of its contract

Develop and implement an interim communications plan to serve the needs of the project once it becomes effective and until the C4D strategy is approved and becomes operational, and will focus primarily on:

Identifying strategic approach for engaging stakeholders through various communication channels to build a good foundation conducive to promoting the key

project issues and managing expectations. This includes mapping project beneficiaries, particularly smallholder farmers, and outlining a strategic outreach plan related to the project objective for each target group. Raising awareness and increasing accurate knowledge among a wide range of stakeholders on the objectives and scope of the project.

- c) **Establish effective media relations.** The Communications Officer, in collaboration with the Communications firm, will be responsible for:
- Contributing creative ideas for generating content for media stories and features on the project and on national, regional, international developments in the agriculture/agribusiness sector**
 - Identifying opportunities for press coverage, organizing press events, and drafting press releases**
 - Advising other project staff, the Minister of Agriculture, the PMU Director, and other relevant officials on press releases, media interview, providing guidance and support**
 - Monitoring closely all media coverage of the project, responding to media inquiries, setting up interviews, and managing media logistics at events**
 - Developing and maintaining contact information, materials, and relationships with a wider range of journalists and media outlets (print, broadcast, and digital) to increase coverage of the project.**
- d) **Facilitate events.** The Communications Officer will assist in organizing and generating public support for project events, including workshops, seminars, stakeholder dialogues, project review meetings, and the like. The Officer will also be responsible for preparing briefs, background materials, information kits, meeting agendas and minutes and dissemination of the same.
- e) **Establish strategic networks.** The Officer will be responsible building strong networks and coordinating communication and project events with development partners and other stakeholders, including policy makers, universities, the private sector, and other non-governmental organizations.
- f) **Monitor and evaluate impact of all C4D activities on target audiences.** Periodic reports and recommendations will be submitted to ensure continuation/intensification of approach and/or strategic shift, as necessary, as the project progresses. Within this context, the Officer will also maintain an efficient document management system, including a library of media coverage, and ensure linkages with the national integrated performance management system, as relevant.

Qualification and Experience

A bachelor's degree in communication, marketing, business administration or related field with knowledge of communication and marketing principles. A post-graduate degree is preferable.

At least five (5) years of work experience in communication, marketing, or public relations

More than two years experience in designing, editing and producing publications, especially reports and briefs.

Experience in brand management desirable

Experience working with multilateral donor agencies (African Development Bank, World Bank, USAID, etc).

Experience working on international organizations' development projects is an advantage.

Key Competencies

Abilities

Ability to create new ideas, relationships, systems or products, including creative contribution.

Demonstrated ability to conceptualize, write, and sell materials to internal and external audiences

Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-stakeholder team environment

Self-motivated, team player, able to work in a post-conflict environment with minimum supervision.

Skills

Proficient in computer applications related to the tasks. Ad.

Excellent writing and presentation skills in English. Ability to communicate in local dialects desirable

Knowledge

Knowledge of and experience with media production, communication, and dissemination techniques and methods. Networks with or knowledge of communication/creative agencies/vendors will be an added advantage

Working knowledge of the operational modalities for national and international NGOs (desirable).

Performance Criteria

- (i) Manage activities of the Communications firm that will be hired to develop and roll out the C4D strategy.**
- (ii) Develop and implement an interim communications plan to serve the needs of the projects once it becomes effective and until the C4D strategy is approved and becomes operational**
- (iii) Establish effective media relations. The Communications Officer, in collaboration with the Communications firm**
- (iv) Organize and generate public support for project events, including workshops, seminars, stakeholder dialogues, project review meetings, and the like. The Officer will also be responsible for preparing briefs, background materials, information kits, meeting agendas and minutes and dissemination of the same.**
- (v) Build strong networks and coordinate communication and project events with development partners and other stakeholders, including policy makers, universities, the private sector, and other non-governmental organizations.**

Selection Method: Individual Consultancy Selection (ICS) method