



Republic of Liberia
Smallholder Agriculture Transformation and Agribusiness Revitalization Project
(STAR-P)

Ministry of Agriculture

Credit No: 169045



Consulting Services: RECRUITMENT OF AN INDIVIDUAL CONSULTANT FOR THE POST OF COMMUNICATION OFFICER FOR THE SMALLHOLDER AGRICULTURE TRANSFORMATION AND AGRIBUSINESS REVITALIZATION PROJECT.

Request for Expression of Interest

1. The Government of Liberia has applied for financing to the World Bank toward the cost of the Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P) and intends to apply part of the proceeds for consulting services for **Recruiting the Services of a Communication Officer for the Smallholder Agriculture Transformation and Agribusiness Revitalization Project to initially commence in Bomi, Cape Mount, Margibi, Nimba and Lofa Counties.**

2. The scope of assignment includes, but not limited to;

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

3. The Ministry of Agriculture now invites eligible consultants to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The shortlisting criteria are 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.

4. 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 2016 and revised November 2017 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: relationship with Borrower's staff: Consultants (including their experts and other personnel, and sub-consultants) that have close business or family relationship with a professional staff of the Borrower (or of the project implementing agency, or of a recipient of a part of the loan) who are

directly or indirectly involved in any part of: (i) the preparation of the TOR for the assignment (ii) the selection process for the contract, or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

5. A Consultant will be selected in accordance with the Individual **Consultant Selection (ICS)** Method set out in the Consultant Guidelines.

All applications **MUST** be sent via email to: **recruit@moa.gov.lr**

Attention:

**The Recruitment Team
STAR - P
Program Management Unit
Ministry of Agriculture, Liberia**

Note: Applicant **MUST** indicate in the email subject, the Title of the Position he/she is applying for.

Closing Date: **April 30th, 2019 by 5pm GMT**

Female candidates are highly encouraged to apply.

**TERMS OF REFERENCE FOR RECRUITMENT OF A
COMMUNICATION OFFICER FOR THE SHALLHOLDER
AGRICULTURE TRANSFORMATION AND AGRIBUSINESS
REVITALIZATION PROJECT (STAR-P) FOR THE MINISTRY OF
AGRICULTURE**

Post Title: Communication Officer

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

Contract Duration: 13 months contract, with 3 months' probation period, renewable based on agreed satisfactory performance targets and deliverables

Reports to: Project Coordinator

Recruitment: National Position

Background

The Government of Liberia requested the support of the World Bank to design and implement the Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P). The proposed development objective is to increase agricultural productivity and promote commercialization of smallholder farmers for selected value chains in selected counties of Liberia. The project will fulfill these objectives by: (i) strengthening the productive capacities of smallholder producers; ii) facilitating input and output market linkages for smallholder producers; and (iii) supporting institutional strengthening and capacity building for a competitive commercial agriculture sector.

Project details can be found at:

<http://documents.worldbank.org/curated/en/539361545925964964/pdf/project-appraisal-document-pad-smallholder-agriculture-transformation-and-agribusiness-revitalization-project-star-p-160945-12192018-63681026525344785.pdf>

Scope of Services

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

Main Responsibilities

1. 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
2. **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.

3. 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.

4. **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.

5. **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.

6. **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 on international organizations' development projects 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 project 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.