



Liberia Sustainable Management of Fisheries Project (LSMFP)

National Fisheries & Aquaculture Authority

P. O. Box 10-1384
United Nations Drive, Bushrod Island
1000 MONROVIA 10, LIBERIA



REQUEST FOR EXPRESSION INTEREST (INDIVIDUAL CONSULTANCY)

PROJECT ID: P172012

Subject: Request for Expression of Interest (REOI) for provision of Consultancy Services as Communications Officer for LSMFP Project

Reference No: LR-NAFAA-274265-CS-INDV

Assignment Title: Communications Officer

The Government of Liberia through the National Fisheries & Aquaculture Authority has received financial support from the World Bank Group in support of the **Liberia Sustainable Management of Fisheries Project (LSMFP)** in Liberia and intends to apply part of the proceeds towards the recruitment of a Deputy Project Coordinator.

The National Fisheries & Aquaculture Authority (NaFAA) through the Liberia Sustainable Management of Fisheries Project (LSMFP) seeks to recruit a Communications Officer to provide communications services to increase the visibility of the LSMFP 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.

The National Fisheries and Aquaculture Authority (NaFAA) 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 includes the following qualifications:

- A degree in Mass communications, public relations, management, development studies, the social sciences or other related fields;
- 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;
- Experience working with communities and community groups will be a plus;

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

- a) www.nafaa.gov.lr
- b) www.emansion.gov.lr
- c) 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, August 2018, and November 2020 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://projectsbeta.worldbank.org/en/projects-operations/products-and-services/brief/procurement-newframework>.

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

Further information can be obtained at the address below during office hours, i.e., 0900 to 1600 hours GMT.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **Tuesday January 10, 2023 @ 4:00PM GMT**

Liberia Sustainable Management of Fisheries Project (LSMFP)

Attn: The Project Coordinator

Mesurado Pier, Freeport of Monrovia

Tel: +231770532901/ +231770538462

E-mail: li.braimah@gmail.com, kpelewahj100@gmail.com

Cc: albert.boimah-porte@outlook.com, jkelewah@nafaa.gov.lr

TERMS OF REFERENCE (COMMUNICATIONS OFFICER)

1. Background

The Government of Liberia through the National Fisheries & Aquaculture Authority (NaFAA) has received a loan from the World Bank Group in support of the Liberia Sustainable Management of Fisheries Project (LSMFP) and intends to apply part of the proceeds towards the recruitment of a Communications Officer.

2. Objective

The National Fisheries & Aquaculture Authority (NaFAA) through the Liberia Sustainable Management of Fisheries Project (LSMFP) seeks to recruit a Communications Officer to provide communications services to increase the visibility of the LSMFP 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. Scope of Work

General Responsibilities:

The Communications Officer shall have primary responsibility for overseeing the communications and stakeholder outreach efforts of the project, including public relations, community outreach and branding. S/he will communicate and coordinates activities between the project and the communities.

Specific Responsibilities:

- Develop and implement a communications and branding strategy taking into account the LSMFP 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.
- Write, edit and distribute various types of content, including material for a website, press releases, marketing material and other types of content that take the message to the public
- Provide community feedback to the management and stakeholders
- Find new stakeholder engagement and community outreach opportunities to push brand image and project objectives
- Participate in community events, stakeholder consultations and other events as needed
- Develop, plan, and/or coordinates various system-wide project activities (e.g., community outreach, media/public relations functions, etc.) for the purpose of enhancing community relationships, improving stakeholders' engagement, and promoting a positive public image
- Work closely with NAFAA to help advocate NAFAA's policy and management towards sustainable fishery management;

- Work closely with the Social Development Officer and NaFAA to focus on community awareness campaigns, develop various forms of communication materials to fight illegal fishing and document project impact and promote behavior change;
- The Consultant will feed information to the world bank communication team to improve the visibility of the project.
- 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 advise on remedial measures.

4. Reporting and Time Schedule

The duration of the assignment is one (1) year with a three (3) Months' probationary period, and shall be renewable based on satisfactory performance and availability of funding. The Communications Officer will report to the Project Coordinator of LSMFP and work closely with the Project Team, NaFAA, and other relevant agencies and stakeholders.

5. Consultant Qualifications and Experience

- A degree in Mass communications, public relations, management, development studies, the social sciences or other related fields;
- 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;
- Experience working with communities and community groups will be a plus;

- 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 Officer who will take the lead in designing and overseeing the implementation of a new social marketing campaign.

6. Duty Station: The Consultant will be stationed at LSMFP/ NaFAA Monrovia office, with frequent travel to project sites and communities.

7. Procurement Method: The recruitment method for the consultant shall be through Selection of Individual Consultant (IC).