



## **REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – INDIVIDUAL SELECTION)**

### **AN ADDENDUM TO THE PREVIOUS PUBLICATION**

**REPUBLIC OF LIBERIA  
MINISTRY OF GENDER, CHILDREN AND SOCIAL PROTECTION  
LIBERIA WOMEN EMPOWERMENT PROJECT  
LOAN No. IDA- 7168-LR  
GRANT No. IDA- E-0910-LR**

**CONSULTANCY SERVICES FOR THE PROVISION OF INDIVIDUAL CONSULTANT  
AS COMMUNICATION AND COMMUNITY ENGAGEMENT OFFICER UNDER THE  
LIBERIA WOMEN EMPOWERMENT PROJECT**

**REFERENCE NO: LR-MOCSP-370927-CS-INDV**

1. This request for expressions of interest follows the General Procurement Notice for this project that was published on June 6, 2023.

The Government of Liberia has received a Credit in the amount of US\$26.8 million and Grant in the amount of 17.8 million from the World Bank towards the cost of the Liberia Women Empowerment Project, and it intends to apply part of the proceeds towards eligible payments for **Consulting Services for Provision of Communication and Community Engagement Officer Under the Liberia Women Empowerment Project.**

### **2. OBJECTIVE OF THE ASSIGNMENT**

The objective of this assignment is that the Communication and Community Engagement Officer will be responsible for developing and executing the project's communication and community engagement strategy. In so doing, the officer will play a lead role in raising the project's profile among targeted audiences and effectively communicate the project's messages while facilitating its strategic and operational objectives. The Communication officer will also work closely with the Lead Service Provider (LSP) who will oversee component 1, 2 & 3`.

3. The Ministry of Gender, Children and Social Protection now invites eligible individual consultants to indicate their interest in providing the required Services for the Liberia Women Empowerment Project. Interested Consultants should provide information demonstrating that they have the required qualification and experience to perform the Services by submitting a **cover letter** and **updated CV**. See qualification and experience criteria below:

4. **QUALIFICATION AND EXPERIENCE**

- A Minimum of bachelor's degree in communications, marketing, business administration or related field with knowledge of communication and marketing principles. A master's degree is an added advantage.

**Minimum Experience**

- At least 5 years of work experience in communication, marketing, or public relations on gender, women's empowerment and gender-based violence. 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 is an advantage.

**GENERAL INFORMATION**

- a. This assignment covers an initial trial period of three (3) months October 1, 2023 to December, 2023. Based on an assessment of the Communication and Community Engagement Officer performance, the assignment may be extended beyond October, 2024.
- b. The Ministry of Gender, Children and Social Protection through the Liberia Women Empowerment Project, is a gender sensitive institution. Females are encouraged to apply;
- c. Only shortlisted candidates will be contacted for the selection process.

The Applicable guideline for this recruitment is: ***Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing-Goods, Works, Non-Consulting and Consulting Services: July 1, 2016. Revised November 2020)*** Selection will be done using the Individual Consultancy Selection Method using the following link below:

<http://pubdocs.worldbank.org/en/178331533065871195/Procurement-Regulations.pdf>

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

Expressions of interest must be delivered in a written form to the address below (in person, by mail or by e-mail) by **16:00 GMT** on or before August 17, 2023. **Envelopes or subject of emails must be marked "Ref: EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES FOR THE PROVISION OF COMMUNICATION AND COMMUNITY ENGAGEMENT OFFICER UNDER THE LIBERIA WOMEN EMPOWERMENT PROJECT"**.

Ministry of Gender Children and Social Protection  
EJS Ministerial Complex

Congo Town, Montserrado County  
Monrovia, Liberia  
Attention: Human Resource Department  
Tel: +231(0)770-115-545  
Email: [mgcsphr@gmail.com](mailto:mgcsphr@gmail.com) cc: [nigbamargaret8@gmail.com](mailto:nigbamargaret8@gmail.com)

**CONSULTANCY SERVICES FOR THE PROVISION OF COMMUNICATION  
& COMMUNITY ENGAGEMENT  
OFFICER  
INDIVIDUAL CONSULTANT TERM OF REFERENCE**

**I. Background:**

The Government of Liberia, through the Ministry of Gender, Children and Social Protection, has received support from the World Bank, for the implementation of the Liberia Women Empowerment Project (LWEP) in line with the Government of Liberia's national development strategy (Pro-Poor Agenda for Prosperity and Development). The Project Development Objective (PDO) is to reduce harmful social norms and improve livelihood opportunities for women in project areas while strengthening the institutional capacity of the Government of Liberia to advance gender equality. The LWEP comprises of five components, namely: i) Addressing social norms and mobilizing communities; ii) Enhancing basic GBV and ASRH services in health and education; iii) Promoting resilient livelihoods through community-led approaches; iv) Strengthening public institutions to advance gender equality; and v) Project management, monitoring and evaluation, and policy dialogue. The project will also complement ongoing World Bank projects in Liberia that are building human capital and developing economic opportunities for women and girls while filling key gaps. The project will be implemented in 6 counties over 5 year's period. In order to achieve the objectives of the LWEP, MGCSP has set up a Project Management Unit.

**II. Scope of Services:**

The Communication and Community Engagement Officer will be responsible for developing and executing the project's communication and community engagement strategy. In so doing, the officer will play a lead role in raising the project's profile among targeted audiences and effectively communicate the project's messages while facilitating its strategic and operational objectives. The Communication officer will also work closely with the Lead Service Provider (LSP) who will oversee component 1, 2 & 3`.

**III. Duties and Responsibilities:**

Specific responsibilities of the Communication and Community Engagement Officer will include, but not limited to the following:

- Design and implement a communications strategy to influence social change around gender, communications around LEWP. More specifically, the Communication strategy shall:
- Provide effective information and communication for the project, both for internal (for project management and adaptation measures) and external purposes (including a variety

of stakeholders and media)

- Communicate, elicit and maintain support for the project from relevant government stakeholders, donors, civil society at the national and county levels and beneficiary communities
- In coordination with gender and social specialists, support and help to supervise the LSP with developing Social and Behavior Change Communication (SBCC) approaches to influence GBV related social norms change and resilient livelihood practices;
- Develop, when necessary, advocacy initiatives in support of particular policy reforms relevant to project themes.
- Support the communication of project results from monitoring and evaluation and impact evaluations, as well as knowledge generation, research findings, communication audits and/or needs assessments, and participatory rural communication appraisals.
- With support from the LSP and MGCSP County Coordinators, oversee the day-to-day communication activities (viz.: advertorials, press coverage, media relations and public/community relations, including *SASA!* communication approaches) of the Project Management Unit;
- Help provide communication mechanisms for linking the participating government agencies at the various levels and ensuring fluid, proactive and sustainable interaction among the various stakeholders;
- Build 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;
- Assist in organizing and generating public support for project events, including workshops, seminars, stakeholder dialogues, project review meetings, and the like.
- Prepare annual communications plans, timelines and budgets;
- Support high-level field visits to beneficiary communities.
- Generate themes and core take-away messages, and determine which communication channels would be suitable to reach each segment of the audience towards achieving social change;
- Prepare briefs, background materials, information kits, meeting agendas and minutes and dissemination of the same;
- Create and manage the MGCSP's website for the project, operate and engage good "Digital-Media" channels of communication such as Face book, Twitter, Flickr, Blogs, YouTube, etc.;
- Coordinate internal communication protocol activities of the PMU;
- Collaborate with the M&E officers and develop a monitoring and feedback mechanism to ensure the success of communication programs;
- Monitor and evaluate impact of the communication strategy on target audiences including the media for mentions and comments on LWEP and compile reports for the attention of the PMU;
- Maintain an efficient document management system, including a library of media coverage, and ensure linkages with the national integrated performance management system, as relevant;
- Disseminate information on social mobilization and sensitization activities and complement the community level engagement processes and activities;

- Cooperate with the project's Grievance Redress Mechanism (GRM) which will contribute to mitigating negative perceptions and reputational risk; and
- Carry out other relevant tasks as may be assigned by supervisor/employer

#### **IV. Key Qualifications and Minimum Experience**

Minimum Academic Professional Qualifications:

- A Minimum of bachelor's degree in communications, marketing, business administration or related field with knowledge of communication and marketing principles. A master's degree is an added advantage.

At least 5 years of work experience in communication, marketing, or public relations on gender, women's empowerment and gender-based violence. 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 is an advantage.

#### **V. Key Competences**

##### **Abilities**

- Demonstrate 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 professional with the ability to work under difficult conditions, and minimum supervision;
- 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; and
- Working knowledge of the operational modalities for national and international NGOs (desirable).

#### **VI. Skills**

- Excellent oral and written English;
- Proven strong analytical skills and relevant professional experience in conducting gender assessments, campaigns on gender, gender-based violence or women's empowerment

- Computer literacy, especially Microsoft Office and proficient in computer applications related to the tasks;
- Excellent team building and interpersonal skills;
- Tolerant and culturally sensitive, knowledgeable in dealing with local environment;
- Strong networking skills and the ability to work with stakeholders from diverse backgrounds;
- Working knowledge of World Bank and GoL fiduciary, social and environmental safeguard rules and procedures is advantageous;
- Must be familiar with women empowerment challenges and have the ability to work with vulnerable groups in rural areas/communities in Liberia.

### **Performance Criteria:**

The following performance criteria will be used to assess the performance of the Communication and Community Engagement Officer at regular intervals and based upon these assessments the contract with the MGCSP may be continued or terminated. The Communication and Community Engagement Officer will be evaluated at the end of a 3-month probation period, midyear and, at the end of the one year based on the following parameters:

Periodic reports and recommendations will be submitted to ensure continuation/intensification of approach and/or strategic shift, as necessary, as the project progresses.

- Quality and timeliness annual work plan, budget and other required documents;
- Quality of documentation submitted for prior review;
- Quality of media production, communication, dissemination of information and networks established;
- Quality of documentation submitted during post reviews;
- Quality and timeliness of required reports (Quarterly & Annually).

### **VII. Applicable Guidelines**

The Applicable guidelines for this recruitment is: **Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing-Goods, Works, Non-Consulting and Consulting Services: July 1, 2016. Revised November 2020)**. Selection will be done using the Individual Consultancy Selection Method.

<http://pubdocs.worldbank.org/en/178331533065871195/Procurement-Regulations.pdf>

### **. Duration of Assignment:**

Expected duration of all assignment is 24 months. Contracts will be renewed based on satisfactory performance. The services will be provided on a full-time basis.

**VIII. Duty Station:**

The Communication and community Engagement Officer will be assigned at the Ministry Gender, Children and Social Protection Ministerial Complex, Congo Town Monrovia Liberia, and may need to travel to counties when needed for the project.

**IX. Reporting:**

Prepare monthly, quarterly, periodic and annual progress/ monitoring reports on operational activities related to Communication issues of the project as described below:

**Monthly progress reports:**

The Communication and Community Engagement Officer shall prepare concise Monthly Progress Reports covering progress towards achieving the objectives in this ToR as well as identified areas of weaknesses and strategies for improvement of said activities. The reports shall provide a brief but comprehensive end-of-month progress assessment. Tabulated representations of the work program, details of impediments to the performance and proposals for overcoming them. These reports shall be submitted to the Project Coordinator within or not later than the 7th day of the succeeding month. The report will be assessed and appraised by the Project Coordinator.

**Quarterly Progress Reports:**

These reports shall make use of the information previously reported monthly, but suitably modified to include, summarize, and draw conclusions on all pertinent issues concerning the assignment. In addition, the Quarterly Progress Reports shall summarize the Communication and Community Engagement Specialist activities, with solutions adopted, and any other relevant information considered necessary in respect of the services delivery. Each of these reports shall be submitted to the Project Coordinator not later than the 7th day of the month of the following quarter as well as the World Bank office.