



AFRICAN DEVELOPMENT
BANK GROUP



Republic of Liberia

MINISTRY OF COMMERCE AND INDUSTRY
Ministerial Complex, Congo Town
Monrovia, Liberia

(CONSULTING SERVICES)

NAME OF PROJECT: Program for Advancing Youth Entrepreneurship and Investment (Sub-Project A: Liberian Youth Entrepreneurship and Investment Bank)

Assignment Title: **Individual Consultancy to provide services as Communication Expert for the Project Implementation Unit**

Financing Agreement reference: **2100150043943**

Project ID No.: **P-LR-HB0-003**

Reference No. **LR-MOCI/PAYEI-CE-005-ICS-INDV**

Issue Date: **May 8, 2024**

End Date: **May 22, 2024**

1. Background

The Government of Liberia through the Ministry of Commerce and Industry (MOCI) has received UA \$12 million from the African Development Bank (AfDB) for the Liberian Youth Entrepreneurship and Investment Bank (YEIB). and intends to apply part of the funds for the recruitment of a Communication Expert for the Project Implementation Unit (PIU) to be established at MOCI. The overarching goal of the project is to strengthen financial and non-financial business service to young women and men entrepreneurs in ways that ensure inclusion, decrease vulnerabilities, and prepare for resilience and long-term sustainability of service provision. Specifically, the project intends to youth-dedicated institutions, modeled on the AfDB's Youth Entrepreneurship Investment Bank framework that will provide affordable development and financing solutions to Liberia's youth-led businesses; develops a Youth Entrepreneurship Investment Bank (YEIB), which is the soft infrastructure of the Program for Advancing Youth Entrepreneurship and Investment (PAYEI) ecosystem, delivering financial and business development services; and set up a Business Innovation and Development Center (BIDC) that is the hard infrastructure of the PAYEI ecosystem. The project has four components, with component 1 dealing with youth entrepreneurship oversight; component 2 focuses on establishing youth-dedicated institutions; component 3 deals with deploying YEIB services; and component 4 focuses on project management. The project intends to apply part of the proceeds of the funding for eligible payments under the contract to hire an individual consultant as Communication Expert responsible to oversee project communication related activities under the supervision of the Project Coordinator.

The services included under this project are addressed below:

2. Job Summary/Description

The Communication Expert will oversee project communication related activities including the design and implementation of a communication strategy and plan. He/she will lead the internal and external flow of project's information and manage communications with external partners.

3.The Scope of the Services to be performed

The consultant shall perform the following services:

- Lead the development and implementation of Project's communication strategy and plan
- Develop communication tools aimed at disseminating information to multi-stakeholders
- Lead the conceptualization and development of communication materials for the PIU
- Coordinate the planning and development of the PIU's publications including drafting and editing for printed publications, the internet and audio-visual productions
- Support the PIU in drafting targeted messages, media releases and general communications for key stakeholders
- Provide support to PIU personnel in effective analysis of information and communication needs, with a view to channel them to appropriate media.
- Develop creative solutions for managing and communicating negative feedback on the project from stakeholders
- Lead the writing, editing and distributing publications to inform multi-stakeholders of the project including brochures, briefs and other communication materials.
- Monitor developments in the media landscape and where possible update relevant communication materials
- Contribute to the preparation of project progress reports and briefings
- Participate in meetings and provide regular updates
- Perform any other tasks that may be assigned to you

Minimum Qualification, Skills and Experience:

The ideal candidate should meet the following qualification and experience requirements:

- Hold a Master's degree or equivalent in Mass Communication, Journalism, Public Relations, International Relations, or related field
- Have a minimum of 5 years of professional experience in development journalisms, management of communications strategy for donor-funded projects, or managing external communication for recognized institutions or related areas
- Experience with development finance institution is a plus
- Proven experience in the design and implementation of communication strategy
- Excellent writing and presentation skills in English
- Good knowledge of the Liberian media environment
- Knowledge of donor-funded projects will be an advantage
- Ability to work with a wide range of partners and manage multiple, simultaneous and shifting demands/ priorities under tight deadlines

Duty Station: Monrovia
Start Date: TBA
End Date: TBA
Duration of Assignment: 1 Year

The Ministry of Commerce and Industry (MOCI) now invites eligible individual consultants to indicate interest in providing these services by submitting their Curriculum Vitae (CV), demonstrating experience in performing similar assignments with references and showing responsiveness to the qualifications requirements outlined in this REOI. Eligibility criteria and the selection procedure shall be in accordance with the African Development Bank's "Procurement Policy Framework for Bank Group Funded Operations" October 2015 which is available on the Bank's website at <http://www.afdb.org>.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1700 hours (GMT) on working days.

Expressions of interest must be delivered in a written form to the address below by either hard copy or email by 22nd May, 2024 @ 1700 hours (GMT) and mention "**Provision of Consultancy Services as Communication Expert for the Program for Advancing Youth Entrepreneurship Investment (PAYEI)**".

Attn.

**Deputy Minister for Administration
Ministry of Commerce and Industry
Ministerial Complex, Congo Town
Monrovia, Liberia**

E-mail: mewaseh76@gmail.com, and copy the following:
Wlyealue@gmail.com; jsblango1@gmail.com