



**Republic of Liberia**  
**Ministry of Commerce and Industry**  
**Liberia Investment, Finance and Trade Project (LIFT-P)**  
**Ministerial Complex, Congo Town, Tubman Boulevard**  
Project ID: P171997

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### **Terms of Reference**

**Post Title:** Communication Specialist

**Location of Project:** Implementation Unit-Ministry of Commerce and Industry, EJS Ministerial Complex, Tubman Boulevard, Congo Town

**Contract Duration:** 1 year with possibility of extension based on satisfactory performance and availability of funds.

**Report Line:** Project Coordinator

**Recruitment Type:** National Position

**Type of Contract:** Time Based Contract

#### **Background**

1. The Government of Liberia, through the Ministry of Commerce and Industry (MOCI), has received a Project Preparation Advance (PPA) amount from the World Bank in preparation for the implementation of the ***Liberia Investment, Finance and Trade (LIFT) Project: P171997*** if approved. MOCI intends to recruit a **Communication Specialist** to work within the Project Implementation Unit to be established at the Ministry of Commerce and Industry.
2. The overall objective of the LIFT-P is to improve the investment climate, expand sustainable access to finance, and increase the efficiency of trade in Liberia and help formal MSMEs recover from the impact of the COVID-19.
3. The project supports a Jobs and Economic Transformation (JET) framework for Liberia and its two pillars on which the outcomes sit: better market functioning and improved firm

capabilities. In doing so, the project targets six of the ten-building blocks in this framework as a complement to other parallel activities under the Liberia Cooperation Partnership Framework (CPF) supporting macroeconomic management, infrastructure services, employment policy and human capital. The project takes account of the Government Recovery Program (GRP) project that seeks to support otherwise viable growth oriented private enterprises that were adversely impacted by the effects of the pandemic. As the mechanism for firm level support is structured, guardrails will be established to prevent adversely impacting financial discipline and commercial credit underwriting needed for a sustained recovery. At the same time, with various indicators highlighting access to finance as an issue, attention to expanding digital financial services (DFS) is needed.

4. In addition to its contribution to the Jobs agenda, the Project design supports a range of International Development Association (IDA) priorities including Gender, Climate, Governance, Fragility, Conflict & Violence and Maximizing Finance for Development (MFD). The project will ensure that women-oriented training and eligibility will be included in firm support and financial access component by deliberately incorporating, in the design of project activities, features that seek to address the identified gaps between men and women with respect to their participation in economic activity in the country, especially around differential constraints and performance between women-owned and men owned firms. These include the reforms to the business environment (e.g., registration, permits and access to finance), as well as activities to support SMEs and entrepreneurs. The project will monitor the extent to which activities are contributing toward closing gender gaps by measuring, among other things: (i) the number of women led MSMEs with a loan through the project; and (ii) the percentage of women that are covered by the credit registry.
5. The Project will be implemented in all 15 counties of Liberia for the next five (5) years.

## **OBJECTIVE AND SCOPE OF WORK**

The LIFT-P is looking to recruit a Communication Specialist within the PIU who will be responsible for all Project communication related activities including the design of a communication and information management strategy aimed at increasing knowledge and information on Project activities and oversee its implementation.

The Communication Specialist will lead the development of a system for documentation and manage the internal and external flow of information on activities under Liberia Investment, Finance, and Trade (LIFT) Project and coordinate the communications functions with stakeholders in the Ministry of Commerce and Industry and other institutions. He or she will also provide technical assistance and build the capacity of staff within PIU and the Technical Implementing Agencies.

He/she will manage the Communications activities of the project in compliance with:

- (i) The Project Operation Manual (POM) for this project
- (ii) The requirements of the Financing Agreement between the World Bank and the Government of Liberia

### **DUTIES AND RESPONSIBILITIES**

Under the supervision of the Project Coordinator, the Communication Specialist will undertake the following activities:

- Develop and implement a communication strategy to improve internal and external communications and public relations.
- Develop enhanced ways of ensuring effective information flow between the PIU, Technical Implementing Ministries and Agencies, World Bank and other stakeholders including the Project beneficiary communities.
- Develop innovative ways of communication and learning about the project, including through the use of digital media including Facebook, X (formerly Twitter).
- Develop a monthly brief for the Project and publish.
- Develop an annual magazine highlighting achievements, challenges and successes, etc.
- Contribute to the conceptualization and production of communications materials for various activities and events of the Project.
- Assist operational colleagues to integrate communication methods and tools in all focal areas of the project work.
- Lead in the planning and development of the project's publications including drafting and editing various documents for printed publications, the internet and audio-visual productions.
- Support management and colleagues in drafting targeted messages, media releases and general communications for key stakeholders
- Support colleagues in effective analysis of information and communication needs, with a view to channel them to appropriate media.
- Ensure high quality documents and files (substance and presentation) by reviewing publication.
- Provide creative/innovative solutions for managing and communicating negative feedback on the project from stakeholders.
- Ensure quality control of communication materials and messages on the Project.
- Implement knowledge management by commissioning, writing, editing and distributing publications to inform external audience. These include websites, brochures, the annual report and other communication materials as required.
- Carry out ongoing communication capacity building/coaching for staff across TIMAs and other identified stakeholders.
- Manage translation of key documents where needed.
- Act as first point of contact for communication enquiries about the project.
- Conduct stakeholder analysis to define communication roles of major stakeholders of the project.
- Coordinate the publication of articles and reports,

- Establish and manage project website and social media platforms.

**Key Deliverables:**

- Communication strategy and implementation plan
- Set communication performance targets/benchmarks of beneficiary institutions
- Communication contribution to the consolidated project performance reports
- Special reports on public education and communication on the project
- Monthly communication implementation progress reports
- Annual and quarterly work plan

**QUALIFICATION AND COMPETENCIES**

- Master's degree in Communications, Journalism, Public Relations, International Relations or a related field
- A minimum of 5 to 10 years of similar work experience is required in communications strategy development. Media experience is an added advantage.
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, MS Office (Word, PowerPoint, Excel) and related business and communication tools.
- Content writing experience for all media platforms.
- Proven experience as communications specialist, ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, etc.)
- Understanding of project management principles.
- Excellent writing and presentation skills in English; 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.

**FACILITIES TO BE PROVIDED BY THE CLEIET**

The Communications Specialist will be assigned in the Project Implementation Unit of the LIFT Project and all facilities or benefits to other staff will be provided by him/her.