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**GOVERNMENT OF SIERRA LEONE
PROJECT FIDUCIARY MANAGEMENT UNIT –PFMU
MINISTRY OF FINANCE**

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SIERRA LEONE ECONOMIC DIVERSIFICATION PROJECT

RECRUITMENT OF A TOURISM SPECIALIST

Background

Sierra Leone possesses pristine beaches and islands, mountains and rich biodiversity, interesting wildlife, friendliness and rich cultural capital among people and its special place in the world history of anti-slavery movement as ‘the land of the free.’ The Government of Sierra Leone (GoSL) has officially prioritized tourism in the newly formulated National Development Plan 2019 - 2023. The new National Tourism Policy states the goal of tourism in Sierra Leone is to “generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate employment, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism.” (GoSL, 2017). Its National Ecotourism Policy states the goal of receiving 20,000 international and 30,000 domestic ecotourism visits to sites by 2025 (GoSL, 2017).

The World Bank is preparing an Economic Diversification Project, one of the components of which will take an integrated destination approach to improving the performance of Sierra Leone’s tourism sector. This will include facilitating the reduction of barriers to business success, assisting existing tourism providers with market access, and improving the quality of selected tourism products in order to place the country’s tourism sector on a sustainable and inclusive growth trajectory. This will be achieved through a mix of institutional, and policy reforms, market development and national marketing enhancement and re-branding as well as building B2B linkages and strategically developing tourism products in selected areas.

A Project Coordinating Unit (PCU) will be set up under the Ministry of Finance in order to provide the necessary technical, advisory and financial support for the adequate implementation, management and coordination of the Project; ensure that M&E systems for project and sector-wide analysis systems are upgraded and sustained; and implement a robust citizen engagement and communications program for project and sector inclusiveness.

A Tourism Specialist is required as part of the PCU in order to assist the Ministry of Tourism with the technical implementation of the project’s tourism activities.

II. Objectives

The Tourism Specialist will be responsible to provide support to the Directorate of Tourism, MoTCA, under the guidance of the Director of Tourism in assisting to facilitate the operational and technical implementation of tourism activities within the project.

The Specialist will assist the MoTCA on all the project's tourism activities and in dealing with public and private sector stakeholders, consultants, and the World Bank team to ensure the timely and high-quality implementation and completion of the activities.

The Specialist provide advice to MoTCA and NTB on the WB project activities, support MoTCA and NTB on implementation of WB activities and engage in ongoing capacity building and knowledge transfer. The specialist will sit in the Directorate of Tourism and reports to the Director of Tourism.

Scope of Work

The Tourism Specialist will work under the guidance of the PCU's Project Coordinator, through the Director of Tourism, who will assure overall project management and stakeholder coordination. While the Project Coordinator will be responsible for the overall project and its results, as well as high-level dialogue and coordination, the tourism specialist will assist the Tourism Directorate on the day to day management of the tourism elements, specifically focusing on ensuring high technical quality of activities, launching the tourism activities, close liaison with implementing consultants, ensuring deliverables are produced in a timely manner and of acceptable quality, and working to build the capacity of Ministry staff in all areas of the project activity. The main tasks envisioned in the first phase of this assignment is the successful preparation, validation, and launch of several Terms of Reference, as well as overseeing the timeliness of consultants and ensuring the quality of their deliverables. The Specialist will support the MoTCA to manage the implementation of the project's tourism activities and work to build the capacity of MoTCA and NTB to effectively manage the project

The functions include:

- a) Advise and guide the PCU and MoTCA on technical tourism matters; specifically on i) policy and regulatory reforms, ii) marketing, branding and communications, iii) tourism training, and iv) development of tourism products and destinations
- b) Serve as a technical resource on tourism development initiatives
- c) Ensure the programming and operational management of technical activities in tourism related to the tourism elements of the WBG project including writing TORs, managing consultants, providing technical reviews of consultant outputs, from design to completion within the required timeframe
- d) Ensure the quality of tourism activities, including ensuring consultants provide acceptable documents and deliverables in the agreed-upon timeframe. Ensure tourism-related project activities are completed according to plans, working closely with project stakeholders and beneficiaries

- f) Support the resolution of any technical tourism issues that may arise, or any project management and process issues related to tourism activities
- g) Manage the development of tourism destinations through project activity in coordination with Safeguards and Monitoring specialists.
- h) Work to build the capacity of MoTCA and NTB staff in Project Management, Marketing, Planning, Policy and all aspects of the project activities.

The specific tasks of the tourism specialist are as follows:

- Preparation and technical planning for tourism elements of the project including plans, policies, workshops, training, and site development
- Ensure activity planning and follow-up of tourism actions. Advise the Project Coordinator and Director of Tourism on problem solving, including operationalization of tourism activities, cost implications, variations in deadlines, so that potential sources of delay can be identified quickly
- Draft, revise and finalize technical tourism Terms of Reference for the implementation of tourism activities, integrating the advice of the technical committee and other stakeholders
- Liaise on the implementation of studies and activities of the project between consultants, relevant Ministries, Departments and Agencies (MDAs) and other stakeholders for the implementation of activities
- Oversee the specific technical deliverables of consultants employed by the project to ensure high quality studies, reports, activities and deliverables
- Participate in bid openings, bid evaluations and contract awards when needed and particularly in regards to the destination upgrades
- Ensure quality management of destination upgrade projects and close consultation with community groups
- Perform any other task or mission related to the technical aspects of tourism assigned by the Project Coordinator through the Director of Tourism

Work consistently to build the capacity of NTB and MoTCA, holding at least one full day of training each month on different topics related to the project.

- Produce quarterly reports on tourism component activities and progress on physical implementation as well as progress towards key performance indicators
- In coordination with the Project Fiduciary Management Unit (PFMU), monitor contract management to ensure that existing contracts and their terms are met within the agreed timeframe and modified as necessary, and advise on resolving contractual issues

III. Contracting

This position will be on a consulting contract for a trial period of 6 months, which, if successful, will be transitioned to an annual contract under the Project Coordinating Unit (PCU). The PCU contract can be renewed annually, dependent on satisfactory performance, for the duration of the project (5 years).

IV. Qualifications

The Tourism Specialist must fulfill the following criteria:

- a) A least a Bachelor's university level in tourism planning, development and project management or similar areas.
- b) A Master's degree in any aspect of business, project planning or tourism
- b) Similar professional experience of at least 8 years in the setting up and implementation of tourism projects
- c) International experience on tourism development; specifically in one or more of the following areas i) policy and regulatory reforms, ii) marketing, branding, ii) tourism training, and iv) development of tourism products and destinations
- d) Proven results in tourism reforms
- e) The knowledge and experience required to work closely with tourism operators, civil servants and specialists (Capacity to coordinate public-private dialogue processes)
- f) Ability to manage tourism projects from concept to completion within the required timeframe (Strong project management skills)
- g) Knowledge of Sierra Leone's tourism sector is an advantage
- h) Familiarity with World Bank (or similar) procedures and practices is an advantage
- i) At least four professional references.

Mode of Application

All applications in writing should be accompanied by up-to-date Curriculum Vitae and supporting documents (Note: do not send originals) with the names and addresses of three referees, one of which should be the last or current employer and addressed to:

The Secretariat

Project Fiduciary Management Unit

Ministry of Finance

Africanus House, 1st Floor

13A Howe Street

Freetown, Sierra Leone

Or by E-mail application as attachment (including all supporting documents)

to: sleconomicdiversification@gmail.com

Please indicate clearly on the envelop (in the case of hard copy application) or in the email subject heading and attachment (in the case of electronic applications) the post for which application is made.

Closing Date: The Closing Date and time for receipt of applications is **17th March, 2020 at 4:00 pm GMT.**

Only short-listed candidates will be contacted.

