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**GOVERNMENT OF SIERRA LEONE  
PROJECT FIDUCIARY MANAGEMENT UNIT –PFMU  
MINISTRY OF FINANCE  
DATE OF ISSUE: 22<sup>nd</sup> October, 2020  
SIERRA LEONE ECONOMIC DIVERSIFICATION PROJECT  
RECRUITMENT OF A TOURISM ADVISOR FOR THE SIERRA LEONE ECONOMIC  
DIVERSIFICATION PROJECT**

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.

In addition to technicians in the PCU, a Tourism Advisor is required to provide expert technical assistance and capacity building support to the Ministry of Tourism and Cultural Affairs and related agencies.

## **II. Objectives**

The Tourism Advisor will be responsible for providing tourism technical advice and capacity building support to the Ministry of Tourism and Cultural Affairs and related agencies which

include the National Tourist Board in order to advance the sustainable development of tourism in Sierra Leone and facilitate the successful implementation of the WB project.

### **III. Scope of Work**

The Tourism Advisor will:

- a) Advise and guide MoTCA on technical tourism matters related to the WBG project
- b) Advise and guide MoTCA on other matters related to tourism development in the country such as i) policy and regulatory reforms, ii) marketing, branding and communications, iii) tourism training, iv) tourism statistics and data collection, and v) development of tourism products and destinations
- c) Assist the MoTCA with the drafting and review of technical tourism documents such as Terms of Reference, Project Technical Reports,
- d) Serve as a technical specialist in evaluation committees for the evaluation and hiring of tourism consultants
- e) To ensure transfer of knowledge, the Consultant will be required to work with at least two technical staff in the MoTCA

The specific tasks of the tourism specialist are as follows:

- a) Advise the MoTCA on the operationalization of tourism activities, and problem solving where needed.
- b) 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
- c) 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
- d) Review the specific technical deliverables of consultants employed by the project to ensure high quality studies, reports, activities and deliverables
- e) Participate in as a technical evaluator in the selection of tourism consultants
- f) Advise on the analysis and timely release of tourism data and statistics reports
- g) Conduct a training needs analysis, develop a training plan and implement systematic training and capacity building for the MoTCA and related agencies
- h) Perform any task or mission related to the technical aspects of tourism assigned by MoTCA and the Project Coordinator
- i) Coordinate closely with the Project Coordination Unit.

### **III. Qualifications**

The Tourism Advisor must fulfill the following criteria:

- a) Advanced University degree in tourism planning, development and project management or similar areas
- b) At least 20 years' experience in the design and management of destination tourism projects
- c) International experience on tourism development; specifically in one or more of the following areas i) policy and regulatory reforms, ii) hospitality, marketing and branding, iii) tourism training, iv) statistics and data and v) development of tourism products and destinations

- d) Previous experience as a Tourism Advisor or heading or managing a tourism and hospitality institution/business/destination in an African country is preferred
- e) The knowledge and experience required to work closely with tourism operators, civil servants and specialists (Capacity to coordinate public-private dialogue processes)
- f) Previous experience in tourism in Africa is a must
- g) Knowledge of Sierra Leone's tourism sector with at least 20 years' experience in the field of tourism and hospitality is an advantage
- h) Familiarity with World Bank (or similar) procedures and practices is an advantage

#### **IV. Reporting**

The Tourism Advisor will report to the Director of Tourism and will be required to submit monthly activity report to the Ministry of Finance through the Project Coordinator.

#### **V. Key Deliverables**

- a) Report on training needs assessment and training plan for capacity building and undertake capacity building exercises
- b) Develop strategy document to support reforms in the sector
- c) Develop a knowledge transfer plan
- d) Provide technical input or guidance in the procurement of at least 10 tourism related activities under the SLEDP Project

#### **VI. Contracting**

The position will be on a consulting contract for an initial period of 12 months. The contract can be renewed annually, dependent on satisfactory performance, for the duration of the project (5 years). The position is located in Freetown, but remote support will be considered for the first year as long as adequate time (three to four visits) are spent on the ground. If a remote position is agreed, this will be a part-time position.

#### **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 Head of Procurement**

Project Fiduciary Management Unit  
Ministry of Finance  
13a Howe Street Freetown  
Tel: +23276672186

**or**

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

to: **[sleconomicdiversification@gmail.com](mailto:sleconomicdiversification@gmail.com)**

Please indicate clearly on the envelope (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 5<sup>th</sup> November, 2020.

**Only short-listed candidates will be contacted**