



**REPUBLIC OF SIERRA LEONE
REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICE – INDIVIDUAL SELECTION)**

Re-issue date: 28th January, 2021.

POST EBOLA RECOVERY SOCIAL INVESTMENT FUND (PERSIF)

Social Services Sector

RWSSI Trust Fund: **5800155001603**

ADF Grant No: **2100155030969**

Project ID No.: P-Z1-KZ0-031

REF: **PERSIF/ADB/DCS/CONSL/001/2020**

1. The Government of Sierra Leone has received financing from the African Development Bank (AfDB) towards the cost of Post Ebola Recovery Social Investment Fund (PERSIF) and intends to apply part of the agreed amount for this grant to payments under the contracts for **Development of Communications Strategy**.
2. The services to be undertaken include:
 - (a) Development of the project's "**Communication Strategy**" in order to support/increase advocacy and to enhance national awareness of the project, especially among key stakeholders in government, civil society and communities at local level for project intervention;
 - (b) Development of a "Costed Implementation Plan and "Detailed Budget" for the communication strategy;
 - (c) Conceptualize, design and develop "Information-Education-Communication (IEC)" materials for the project with appropriate and relevant messages, targeting different audiences using appropriate formats and communication channels such as text, graphics, imageries, info graphics, video, printed materials, etc.;
 - (d) Develop graphics designs, layout and publication of IEC materials, studies, project reports, etc. and utilization of traditional and social media, among others, to communicate key messages to specific stakeholders and target groups.
3. The Ministry of Finance in a capacity as the Fiduciary Agent, through the Project Fiduciary Management Unit (PFMU) now invites eligible national candidates/consultants to express their interest in providing the aforementioned services. Interested candidates / consultants must provide adequate and appropriate information, demonstrating that they have the required

competencies, requisite qualifications and relevant experience (capacity and capability) to perform the aforementioned services as follows;

- (a) postgraduate/advanced degree in at least one of the following disciplines:
Mass Communication, Development Communication, Organisational Communication, Journalism, or any other relevant field;
 - (b) Five (5) years of practical experience in developing, designing, producing and publishing/dissemination/airing of communication products using various media, including organising and producing major events of national or sub-regional or regional nature;
 - (c) Extensive and relevant experience in working for governments and/or NGOs on consultancy assignments, especially in Strategic Communications Planning, Advertising Messages, Advocacy, Campaign and IEC Development among other consultancy services; demonstrated prior experience in developing a Communication Strategy, especially in the development context;
 - (d) Have experience in producing good communication and advocacy materials;
 - (e) Excellent command of English Language, both written and oral but knowledge of local languages will be an added advantage.
4. Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's Procurement Policy dated October 2015, which is available on the Bank's website at <http://www.afdb.org>. The Combined Quality and Cost Selection Method will be used for evaluation of proposals from the shortlisted consultants.
 5. Interested consultants may obtain further information/detailed TOR at the address below during office hours from Monday to Friday 10:00 am to 16:00 PM Sierra Leone Time.
 6. Expression of interest must be delivered in hard copy or submitted via email to the addresses below, by Wednesday February 10th 2021 at 2:00 p.m. (Sierra Leone time) and must be specifically marked "**Communications Specialist - Post Ebola Recovery Social Investment Fund (PERSIF)**".

Addressed To:

Project Fiduciary Management Unit
Ministry of Finance
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