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

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**SIERRA LEONE AGRO-PROCESSING COMPETITIVE PROJECT  
INDIVIDUAL CONSULTING SERVICES  
CONSULTING SERVICES FOR THE DEVELOPMENT OF A COMMUNICATIONS  
STRATEGY FOR THE SIERRA LEONE AGRO PROCESSING COMPETITIVENESS  
PROJECT**

The government of Sierra Leone, through the Ministry of Trade and Industry (MTI), is implementing the Sierra Leone Agro-processing Competitiveness Project with financing from the International Development Association (IDA) of the World Bank Group. This project was developed to support the government's strategic objectives to promote private sector development, achieve economic diversification, and boost agricultural productivity. The Project Development Objective is to improve the business environment in agribusiness sector and increase productivity of targeted agro-processing firms in Sierra Leone. Achieving the project objective contributes directly to strengthening agro processing competitiveness, which is defined as the ability of agro-processing firms to generate new investments and increase market share in goods and services through improved productivity. Productivity depends on improving the quality of the business environment and capability of the economy, including skills and capacity of institutions that provide services to local and foreign investors. The Ministry of Trade and Industry (MTI) through the project will work closely with government ministries and agencies including the Ministry of Agriculture and Forestry (MAF), Sierra Leone Import & Export Promotion Agency (SLIEPA), Sierra Leone Standards Bureau (SLSB), Small and Medium Size Enterprise Development Agency (SMEDA), Employment Promotion Agency (EPA), Sierra Leone Local Content Agency (SLLCA); complementary projects including the Smallholder Commercialization and Agricultural Development Program (SCADeP) and Sierra Leone Agricultural Development Fund (SLADF); and other ecosystem players and implementing partners. The project will run for five years starting 2018.

The Sierra Leone Agro-Processing Competitiveness Project will focus on providing solutions to key market failures inhibiting competitiveness of the agro-processing sector and limiting firm and SMEs productivity. These market failures are as follows: (i) policy, institutional, and coordination failures that raise the cost of doing business for agribusiness and agro-processing investors; (ii) information asymmetries and failures on the demand and supply sides limiting SME market opportunities and links with larger domestic and foreign agro-processors; (iii) weak supply chain links; (iv) lack of access to finance and technology; and (v) skills gap at the firm and SME levels. The Project has three components designed to address these specific market failures and are meant to complement other World Bank-supported initiatives that address other market failures holding back the development of agriculture and agribusiness value chains in Sierra Leone.

The project components are:

**Component 1:** Promote enabling environment for agro-processing sector competitiveness and growth of agribusiness firms (US\$2 million)

**Component 2:** Firm-level support to increase productivity and strengthen competitiveness of agro-processing firms and SMEs in selected value chains (US\$6 million)

**Component 3:** Project implementation, coordination, and monitoring and evaluation (M&E) (US\$2 million) which is managed by the Project Coordination Unit (PCU) under the supervision of the Ministry of Trade and Industry (MTI).

## **RATIONALE**

Part of the project objective is to raise awareness about how small and medium scale enterprises (SMEs) can access funds and business development services, and how stakeholders can be better informed on access to information. An effective communication strategy needs to be developed for the SLAPCP project that will form the basis for project communication. Our ultimate aim is that policy makers see the benefits and scale up this type of project over the coming years. A consultant is to be hired to develop a comprehensive and strategic communication plan that will be used by the SLAPCP project.

## **SCOPE OF WORK**

### **Purpose and objectives**

The Sierra Leone Agro Processing Competitiveness Project seek to recruit a communication expert(s) to develop and design a comprehensive communication strategy.

The overall objective of the communications strategy will be

- To generate awareness and discourse around information dissemination and access to funds by Small and Medium Scale Enterprises amongst grassroots communities and policy makers.

The communications specialist is required to:

- To develop a targeted national communications strategy that will identify specific objectives for raising awareness amongst the target audiences.
- To create work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy.
- To implement the strategy throughout the project period, working closely with the project partners and communities.
- Ensure a focus on community-based participatory methodologies to ensure accessibility to vulnerable groups, people with special needs and disabilities.

### **Audience and use**

- Policy makers and opinion formers
- General public, particularly vulnerable groups, special needs and grass root communities

### **Deliverable outputs**

It should be noted that the SLAPCP under the Ministry of Trade and Industry works on strict deliverables and milestones that on which payments will be made:

- Mapping and analysis of communications approaches done by other comparable projects and establish the existing learnings.
- Analysis of target audience and how to reach them;

- Establish specific objectives for the communication strategy;
- Produce inception report
- Produce a holistic strategy to deliver the objectives of the project with clear deliverables, milestones, media to be used and responsibilities
- Produce Key messages
- A strategy that will be implemented throughout the project life cycle
- Establishing a procedure and chronology of how to implement the communication strategy activities by the SLAPCP team.
- Work with the ESS and M&E at SLAPCP to establish and implement tools for evaluation of the communication strategy.
- Produce final reports on communications strategy

### **Skills and Experience**

To be considered for this role you must:

- Have a strong track record of development and delivery of creative internal and external communications;
- Have experience in change communications across complex projects;
- Be able to turn complex language into appropriate messaging for a range of audience and have experience delivering communications using a variety of channels aiming at those 'hard to reach' target groups;
- Have strong interpersonal skills and experience of working with a range of stakeholders from Ministry of Trade and industry, partners and communities;
- Have the gravitas and credibility to engage with target communities and audiences;

### **Selection Criteria**

- Bachelor's degree in communications, modern languages, or other related field such as journalism, public affairs, public relations, marketing, or in international relations, development studies or public administration. Master's degree would be an advantage.
- Fluency in English and strong competency in one or two Local dialect
- Proven experience and understanding of communications and outreach at the international level, and proven ability to position and advocate for issues effectively
- Experience working on conception, design, packaging, production and dissemination of communication products to a variety of audiences, and understanding of channels of dissemination.
- Experience in various forms of communications production and marketing, such as publications, Internet communication strategies, and campaigning.
- Demonstrated ability to build and nurture strong relations with the media.
- Previous work experience with governments and/or international development agencies would be an asset.
- Prior experience with M&E in the area of development is an advantage.
- Proven writing, editing and language skills, and an ability to convey complex ideas in a concise, clear, direct, and lively style.
- Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative.

### **Timeframe**

The communications strategy should begin in April and completed within a minimum of 90 days period.

## **Mode of Application**

Note: The Consultant will be selected in accordance with Individual Consultant (IC) method set out in the Consultant Guidelines: Selection and Employment of Consultants under IDA Grants by World Bank Borrowers, (July 2016, Revised November 2017,2018 and fourth edition 2020). The evaluation shall be based on the relevant qualifications and experience of the individual Consultant. 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: **slagroprocessing@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 9<sup>th</sup> June, 2021 at 16:00pm.

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