

Tel: (+232-76-672-186)

Email: procurement.pfm@gmail.com



Project Fiduciary
Management Unit –PFMU
13A Howe Street
Freetown
Sierra Leone

**GOVERNMENT OF SIERRA LEONE
REQUEST FOR EXPRESSIONS OF INTERESTS
CONSULTING SERVICES FOR THE RECRUITMENT OF AN INFORMATION AND
COMMUNICATIONS SPECIALIST FOR THE MINISTRY OF TRADE AND INDUSTRY
DATE OF ISSUE: 19TH AUGUST 2024
INDIVIDUAL SELECTION -SL-MOFED-437919-CS-INDV
TERMS OF REFERENCE**

The government of Sierra Leone, through the Ministry of Finance (MoF), is implementing the Sierra Leone Economic Diversification Project with financing from the International Development Association (IDA) of the World Bank Group. The objective of Economic Diversification Project of Sierra Leone is to increase investment, Small and Medium Enterprise (SME) growth, and entrepreneurship in non-mining productive sectors. The project consists of four components (i) improving Business Environment and Capacity Building that will support policy, administrative and regulatory reforms that will facilitate business entry and operation in Sierra Leone. The component focuses on streamlining, automating (whenever possible) and making more transparent the interactions between government institutions and businesses, as related to registration of firms obtaining of licenses, permits, approvals and other key documents needed for business to operate in Sierra Leone. The project development objectives are to improve the business environment in non-mining sector and increase productivity of targeted firms in Sierra Leone. Achieving the project objective contributes directly to strengthening economic growth, job creation and competitiveness, which is defined as the ability of firms to generate new investments and increase market shares in goods and services through improved productivity.

The Ministry of Trade and Industry as an implementing partner has had dialogue with the private sector and development partners as a core function of the Ministry where critical decisions are taken to influence policy and interventions geared towards promoting growth and economic development. Sound initiatives have often been discussed which are to be translated to sound programmes and projects to promote trade but this hardly happens. The MTI lacks a clear mechanism to track decisions and actions to be followed up and is challenged even in following up on performance tracking of the agreement between the Agencies and the Ministry on one hand and the Minister and the President on the other hand. While so much is being done by the MTI, very little of this is communicated to the private sector and other stakeholders for instance on reforms undertaken or trade facilitation activities implemented. The Ministry does not have a clear communication plan to ensure effective communication on its activities and that of its agencies.

OBJECTIVE

MTI therefore seeks to recruit an Information and communication specialist to effectively communicate the work of the ministry and engage the public internationally and nationally about the tremendous benefits, opportunities and strides made by the Ministry.

EXPECTED OUT COME

The Information and communications Specialist will support the MTI in creating visibility, brand recognition effective communication and marketing tools that will encourage and engage with the wider public to better understand the activities, opportunities and programs of the ministry.

SCOPE OF WORK

The Information and communication specialist will:

- Develop a Communication Strategy for the Ministry
- Synergize all media efforts of the Ministry and its Agencies
- Support in Data and Information management system
- Manage the ministry's social media platforms and applications.
- Support in the development of the ministry's promotional materials and publications.
- Assist in the development of Audio-Visual Media such as documentaries.
- Monitor and analyze print, radio, television, social media and prepare necessary reports.
- Support in preparation of the ministry's events, especially ones that will attract public attention.

RESPONSIBILITIES AND TASKS

- Develop social media posts and provide quality content showcasing achievements and ensure updated weekly, monthly and quarterly platforms.
- Draft and follow up on the production of the communication and advocacy instruments and materials, including briefing materials, press releases, newsletters, and articles.
- Support in the development of the ministry's documentary.
- Support in the preparation of the ministry's events or activities.
- Work with MTI to identify and train staff(s) to implement the communications strategy and manage all of the Ministry's Comms needs
- Undertake any other related tasks as directed by the Senior Permanent Secretary or the Chief Director.

QUALIFICATIONS.

The Information and Communication Specialist should meet the following qualifications:

- A bachelor's degree in Mass Communication or in a relevant and applicable field of study.
- At least 3 years of experience in journalism, communications or public relations, or in a related practice. A knowledge in Trade governance architecture will be an advantage.
- A solid experience in the areas of communications, marketing, journalism, and digital communication. A blogging experience will be an advantage
- Fluency in English and Krio is required.
- Excellent writing, editorial, and presentation skills.
- Excellent record of accomplishment in producing communication materials including social media posts and brochures, flyers, etc.
- Good knowledge of communication principles. Knowledge of multimedia to develop a range of communication and information products. Knowledge of social media platforms.
- Previous communications experience with a UN or similar institution is an asset.

Core Competencies

- Ability to operate in teams and in a flexible manner, familiarity with multi-national and multicultural working environments.
- Respect for diversity, displays culture, gender, religion, race, nationality, and displays a high level of respect, diplomacy, and tact when dealing with partners: excellent

interpersonal skills, able to establish and maintain effective working relations with different stakeholders.

- Fluency in written and spoken English.
- Communication: Demonstrates strong oral and written communication skills, including the ability to convey complex concepts in a clear and concise style.

Proficiency in the use of Microsoft tools, Power Point, Publisher and Word, Digital editing applications and software

Mode of Application

The Project Fiduciary Management Unit of Ministry of Finance now invites eligible individuals to express their interest in providing the services. The individual should provide information demonstrating having the required relevant qualification and experience for the assignment. The Consultant will be selected in accordance with the World Bank's Guidelines: "Procurement Regulations for IPF Borrowers- Procurement in Investment Projects Financing" Published July 2016, Revised November 2017, July 2018, November 2020 and September 2023 ("Procurement Regulations"). The evaluation shall be based on the relevant qualifications and experience of the individual Consultant.

The expression of interest should be addressed to:

The Team Lead

Project Fiduciary Management Unit (PFMU),

Ministry of Finance, 4th Floor

13 Howe Street Freetown

Tel: [+23230203451](tel:+23230203451), [+23278585818](tel:+23278585818), [+23278235061](tel:+23278235061)

or

By E-mail application as attachment

to: sleconomicdiversification@gmail.com / procurement.pfmu@gmail.com

Closing Date:

The Closing Date and time for receipt of applications is **2nd September 2024 at 16:00pm.**