

Request for Expression of Interest

Terms of Reference (TOR)

COMMUNICATION AND CONTENT DEVELOPMENT CONSULTANT

1. **Client:** The client for this assignment is: **Tree crop Extension Project**
2. **Country background:** The Government of Liberia received financing from the International Fund for Agricultural Development (IFAD) towards the cost of Tree Crop Extension Project (TCEP), and intends to apply part of the proceeds for the recruitment of consulting services provided by an individual consultant for the TCEP Exit and Sustainability Strategy Development

The use of any IFAD financing shall be subject to IFAD's approval, pursuant to the terms and conditions of the financing agreement, as well as IFAD's rules, policies and procedures. IFAD and its officials, agents and employees shall be held harmless from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any party in connection with Tree Crop Extension Project (TCEP).

3. **Background on project:**

The Ministry of Agriculture (MOA) is implementing the Tree Crop Extension Project (TCEP) with funding from the International Fund for Agricultural Development (IFAD). The project is designed to reach 11,000 beneficiaries including 8,000 smallholder cocoa producers who are members of kuu groups and Farmer Field Schools (FFS); 2,400 farmers who will benefit from access to roads, input supply and market linkages and 600 farmers who will benefit as a result of job creation along the value chain. The development objective is to improve the incomes and climate change resilience of smallholder cocoa producers in Nimba County.

The project objective will be accomplished through the following four components:

Component 1: Revitalization of Cocoa Plantation - This component is aimed at increasing quantity and quality of cocoa sold and higher price received by smallholders. Under this component the project will rehabilitate 8,000 ha of cocoa plantation following value chain model; establish and operate a national seed station to guaranteed availability of improved climate resilience planting materials to farmers; mobilize and organize 320 kuu groups of 25 persons and FFS to reach 8,000 farmers; establish 320 village nurseries and supply improved hybrid seeds/seedlings, equipment, tools and solar driers to smallholder farmers; train 8,000 farmers in crop husbandry techniques, disease control, harvesting, post-harvesting handling, grafting and identification of suitable cocoa germplasm using the FFS approach; and diversification of cocoa farms following their revitalization with valuable trees and food crops, specifically banana/plantain, will be pursued for food security, climate resilience and smoothening of cash flow, while simultaneously increasing the role of women in the farming economy.

The project supports the establishment of the National Cocoa Seed Garden (NCSG) in Beeplay, Nimba County, which is situated on 30.4 ha (primary forest = 5.5 ha; wet-land area = 4 ha; cultivated area = 19.5 ha & valley area 1.4 ha). The National Cocoa Seed Garden is surrounded by seven towns (Beeplay, Kartoplay, Mahnplay, Nyarlay, Youtuo, Groltuo and Tiaplay). The seven towns in consultation with the elders, county authorities and the entire citizenry unanimously donated the parcel of land for the establishment of the NCSG. As part of the arrangement, the citizens are benefiting from rotational temporary employment while at the same time benefiting from training in agronomic practices thereby improving their social-economic livelihood. Upon maturity, the NCSG will address the constraint faced by smallholder cocoa farmers in

obtaining improved cocoa hybrid seed locally for planting. The NCSG will serve as Liberia's first cocoa seed garden station. The importation of improved cocoa planting materials from Ghana and Ivory Coast will reduce drastically if not eliminated. With the enormous economic potential of cocoa on the global market, farmers will benefit by improving their livelihood for growth and development by farm yield increase due to the supply of hybrid cocoa seed for planting from the NCSG. For many years, Liberia has relied on the importation of hybrid seeds from the neighboring countries of Ghana and Ivory Coast with constraints in knowing the 'trueness of type' of the planting material and agronomic and breeding information of such hybrid seed. Since the commencement of work at the NCSG, significant progress has been made by the project.

Component 2: Rehabilitation and Maintenance of Existing Farm-to-Market Roads - This Component is aimed at improving access to markets and reduced transportation costs. Under this component the project will rehabilitate 200 km of existing farm-to-market roads and establish a viable road maintenance program. Regarding maintenance, TCEP will have a three-pronged approach that includes: (i) capacity building in road maintenance targeting youth brigades; (ii) improvement of the roads maintenance strategy, including development of a financing mechanism; (iii) transition financing of maintenance on a cash-for-work basis.

Component 3: Service Provision for Value Chain Development - This component is aimed at improving service provision to cocoa farmers for Value Chain Development. Under this component the project will strengthen and/or build institutional capacity of eight (8) farmers' cooperatives, LACRA, CDA, CARI, LNFCS and MOA at county and district levels; support CAC and DAOs to carry out their activities; construct and/or refurbish eight (8) offices and ware houses of cooperatives; and provide working capital on basis of business plan. This component will also ensure that climate change adaptation will be mainstreamed in the technical support systems for cocoa value chain development, policy dialogue; and monitoring of deforestation in the cocoa sector.

Component 4: Project Management and Coordination - This Component is aimed at ensuring an effective and efficient strategic and operational planning, implementation, monitoring and evaluation as well as knowledge management. Under this component the project will recruit professional and support staff to form the Project Implementation Unit (PIU); ensure effective administrative, financial and technical planning and implementation of the project including audit and reporting; ensure an efficient coordination amongst the components of the project and between partners within and outside MOA; conduct supervision mission, baseline survey, mid-term review and end line survey; and technical and financial progress reporting (monthly, quarterly, annually, etc.).

The project is being implemented in eight (8) districts in Nimba County over a period of six (6) years. The project will adopt a value chain approach to link cocoa farmers, organized at grassroots level in traditional community-based labor groups and FFS, to markets and services through cooperatives and Private Sector Partners (PSPs).

The project implementation come to an end in June 2024 and will officially close by December 2024, and which time all spending ends. Against this backdrop, the MOA through the TCEP intends to develop an Exit and Sustainability Strategy that will provide a clear roadmap on how the project positive impacts, including the National Cocoa Seed Garden will be sustained through appropriate mechanisms.

The Government of Liberia, through the MOA has received funding from IFAD for the implementation of the TCEP, and wish to apply part of the fund for the payment for services under this assignment within the 2023 Annual Work Plan and Budget.

Background of the assignment: The Ministry of Agriculture is the implementing agency for all IFAD funded projects in Liberia through a dedicated Program Management Unit (PMU). It is thought that a

single Program Implementation Unit (PIU) with the required thematic expertise to manage IFAD funded projects is deemed to be cost effective, while facilitating cross learning and knowledge management and building synergies between projects.

The PIU seeks to recruit an individual consultant to provide the services of communication and content Development consultant to cover all IFAD-funded projects namely, TCEP, TCEP-II and BCRP.

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Overall objectives: The Communication and Content Development Consultant will liaise with the PIU's Knowledge Management and Communication Officer to produce a work plan based on deliverables (in a way that allows the achievement of all deliverables within the time frame).

Scope of work:

- Update the communication and visibility strategy for IFAD-PIU projects;
- Produce and implement a communications deliverables document that will include an estimated number of materials to develop and disseminate on a monthly basis.

Specific tasks to be carried out (National Consultant):

Specifically, the Communications and Content Development Consultant will:

- Visit project sites in Lofa, Nimba and Bong Counties to conduct interviews with beneficiaries, capture pictures, videos, etc. to build out a content directory and for use on various media platforms. The IFAD-PIU will provide the consultant with the relevant logistics to facilitate his / her travel;
- Produce high-quality videos and pictures of field related activities from project intervention areas. The projects will provide the funding and materials to carry out the required tasks.
- Lead on the writing, and editing of project briefs, brochures, success stories, press releases, articles and other public-facing contents related to the projects;
- Design and create 2 newsletters (1 / quarter), 6 articles (1 / month) and 2 video documentary (1 / quarter) in close consultation with the Ministry to be published in the local dailies, on Facebook and Twitter pages for target audiences;

7. Reports and schedule of deliverables

A. **Deliverables:** The Consultant is expected to meet the following deliverables:

Develop a monthly social media calendar to be shared with IT team / personnel managing all MOA social media channels and online outreach platforms including the MOA website, blogs, Facebook groups and Twitter;

Connect with the press to promote articles about IFAD-PIU projects activities in Liberia;

Prepare and submit monthly progress reports;

Any other needed activity, as discussed and agreed during the assignment.

B. Reporting Requirement

All reports will be submitted monthly to the IFAD/MOA both hard and soft copies after the Knowledge Management and Communication Officer review.

8. Work and Time Schedules

The Consultant will carry out the Communication and Content Development for the period of Maximum of 48 working days over 6 months, as part time job.

9. Facilities and Information to be provided by the client.

The IFAD-PIU is expected to provide office space, laptops, vehicle as and when needed while carrying out the assignment.

10. Consultant's qualifications and experience

Key expert 1: Associate Consultant (National)

Qualifications and skills

Academic qualification: University degree (Master's Degree or equivalent) in media relations, communications, journalism, international relations, social sciences or a related field.

General professional experience: A minimum of 5 years' experience working in communication preferably in areas such as sustainable development, rural development, agriculture, marketing, rural finance or policy matter.

Specific professional experience: Proficient in the use of databases and spreadsheets.

Demonstrated skills in quantitative and qualitative analysis and data management.

Experience using graphic design software such as CORAL Draw.

Experience in establishing and managing relations with media.

Experience managing social media, including Facebook, Twitter, LinkedIn and Instagram.

Ability to manage multiple demands and prioritize tasks, work effectively and collaboratively with diverse stakeholders, and support other team members as needed.

Enthusiasm, commitment to learning and excellent interpersonal skills.

Experience in facilitation, in particular of learning processes.

Strong written and oral communication skills in English.

Technical/Functional competencies:

- **Effective Negotiator and Communicator** with proven ability to build and nurture contacts among mainstream media. Ability to work effectively with others to meet mutual goals; build networks, listen and communicate effectively to engage others.
- **Innovative Performer** able to generate innovative solutions, assess risk, make decisions and accept consequences.

- **Leader** able to combine strong management, organizational and leadership skills with insight, seeking continual improvement and collaborative engagement within the team; able to achieve results through motivating people and influencing partners.
- **Planner/organizer** able to meet tight deadlines in a high-pressure and high-energy environment; flexible and able to multi-task.
- Strong analytical skills;
- High degree of professional ethics and integrity

General Competencies:

- **Strategic thinking and organizational development:** Personal influence.
- **Demonstrated Leadership:** Lead by example and initiate and supports change.
- **Learning, sharing knowledge and innovating:** Challenges, innovates, and contributes to a learning culture.
- **Focusing on clients:** Contribute to a client-focused culture.
- **Problem solving and decision making:** Solves complex problems and makes decisions that have wider corporate impact.
- **Managing time, resources, and information:** Coordinates wider use of time, information and/or resources.
- **Teamwork:** Fosters a cohesive team environment; able to foster and build team spirit, focus and engagement at all levels.
- **Communicating and negotiating:** Acquires and uses a wide range of communication styles and skills.
- **Building relationships and partnerships:** Builds and maintains strategic partnerships internally and externally.

11. **Location and period of execution:** The location of the task for the Communication and Content Development Consultant shall be within the project areas (Nimba, Lofa and Bong), and at the Ministry of Agriculture. While in the in these locations, the Consultant will work with different stakeholders, including project beneficiaries, Ministry of Agriculture, Ministry of Finance and Development Planning, Central Agricultural Research Institute, LACRA, CDA, Private sector actor, and other key stakeholders.

Please send a soft copy of your expression of interest by December 29, 2023, by 4.00pm to: recruit@moa.gov.lr , Cc: aselmah@moa.gov.lr, ddoe@moa.gov.lr

IFAD PIU/PMU/MOA

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The subject line should read: EOI for Consulting Services for COMMUNICATION AND CONTENT DEVELOPMENT CONSULTANT.

Only pre-selected consulting firms will be contacted.

