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

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**SIERRA LEONE ECONOMIC DIVERSIFICATION PROJECT
RECRUITMENT OF A COMMUNICATION SPECIALIST FOR THE SIERRA LEONE
ECONOMIC DIVERSIFICATION PROJECT**

The Government of Sierra Leone and the World Bank are implementing the Sierra Leone Economic Diversification Project (SLEDP) which aims to facilitate investment, SME growth, and entrepreneurship in non-mining productive sectors in Sierra Leone. The Project Development Objective (PDO) is to increase investment and growth of small and medium enterprises in non-mining productive sectors.

The Project will do so by strengthening the business enabling environment, facilitating strategic public investments to improve competitiveness and investments, supporting SMEs and entrepreneurs and building capacity of public institutions and private sector operators.

The Project has three components:

Component 1: Improving the Business Environment and Building Public Capacity

The objective of this component is to support policy reforms that will facilitate business entry and operation, including registration of all types of business, and obtaining all types of licenses, permits and approvals needed for a business to operate in Sierra Leone. The component will address access to finance and financial inclusion for SMEs, constraints to transferring property (land) and obtaining construction permits. It will also include the development of communication campaigns specific to the needs of target communities including women and people with disabilities. It will also include activities to increase public sector capacity in the ministries and agencies driving the economic diversification agenda in Sierra Leone.

Component 2: SMEs and Entrepreneurship

The objective of this component is to facilitate SME growth and stimulate entrepreneurship in high-growth productive sectors by addressing critical firm-level and sector-level constraints. Current challenges to SME growth in Sierra Leone include: (i) low access to information; (ii) poor last mile infrastructure; (ii) limited access to finance; and (iii) weak capacity to scale businesses. Specific activities in this component to address these challenges include public goods investment, SME start-up acceleration, and early-stage financing.

Component 3: Project Management and Monitoring

Component three will provide the necessary technical, advisory and financial support for the adequate implementation, management, and coordination of project activities. This component will also include activities to ensure that monitoring and evaluation systems for project and sector-wide analysis are upgraded and sustained. Finally, it will include the monitoring of safeguards and issues related to project implementation and a robust citizen engagement and communications program for project and social inclusiveness.

1. OBJECTIVE AND SCOPE OF WORK

The SLEDP is looking to recruit a Communications Specialist within the PCU who will be responsible for all Project communication-related activities including the design of a Communication and Information Management Strategy aimed at increasing knowledge and information on Project activities and oversee its implementation.

The Communications Specialist will lead the development of a system for documentation and manage the internal and external flow of information on activities under the Sierra Leone Economic Diversification Project (SLEDP) and coordinate the communications functions with stakeholders. He or she will also provide technical assistance and build the capacity of staff within the PCU and the Technical Implementing Agencies.

He/she will manage the Communications activities of the project in compliance with:

- (i) The Project Implementation Manual (PIM) for this project
- (ii) The requirements of the Financing Agreement between the World Bank and the Government of Sierra Leone

3. DUTIES AND RESPONSIBILITIES

Under the supervision of the Project Coordinator, the Communications Specialist will undertake the following activities:

- Develop and implement a communication strategy to improve internal and external communication and public relations.
- Develop enhanced ways of ensuring effective information flow between the PCU, TIMAs, World Bank and other stakeholders including the Project beneficiary communities.
- Develop innovative ways of communication and learning about the Project, including through the use of digital media.
- Contribute to the conceptualization and production of communications materials for various activities and events of the Project.
- Assist operational colleagues to integrate communication methods and tools in all focal areas of the Project's work.
- Lead in the planning and development of the Project's publications including drafting and editing for printed publications, the internet and audio-visual productions.
- Support management and colleagues in drafting targeted messages, media releases and general communications for key stakeholders
- Support colleagues in effective analysis of information and communication needs, with a view to channel them to appropriate media.
- Ensure high quality documents and files (substance and presentation) by reviewing publication.
- Provide creative/innovative solutions for managing and communicating negative feedback on the project from stakeholders.
- Ensure quality control of communications material and messages on the Project.
- Implement knowledge management by commissioning, writing, editing and distributing publications to inform external audience. These include websites, brochures, the annual report and other communication materials as required.
- Carry out ongoing communications capacity building/coaching for staff across TIMAs and other identified stakeholders.
- Manage translation of key documents where needed.
- Act as first point of contact for communication enquiries about the Project.

- Conduct stakeholder analysis to define communication roles of major stakeholders of the project.

4. Key Deliverables:

- Communications strategy and implementation plan
- Set communications performance targets/benchmarks of beneficiary institutions
- Communications contribution to the consolidated project performance reports
- Special reports on public education and communication on the Project
- Monthly communication implementation progress reports
- Annual and quarterly work plan

5. QUALIFICATION AND COMPETENCIES

- Master's degree in Communications, Journalism, Public Relations or a related field
- A minimum of 5 to 10 years of similar work experience is required in communications strategy development. Media experience is an added advantage.
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, MS Office (Word, PowerPoint, Excel) and related business and communication tools.
- Content writing experience for all media platforms.
- Proven experience as communications specialist, ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, etc.)
- Understanding of project management principles.
- Excellent writing and presentation skills in English; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively, proven ability to work in a collaborative and multi-stakeholder team environment.

6. DURATION OF THE ASSIGNMENT

The assignment is for a period of 7 months with contract reviews and renewals every 12 months after the first seven months. The recruitment will be on an individual consultancy basis. The success of the Communications Specialist will be judged by the delivery of the required outputs and abiding by the agreed implementation timetable for the project components and sub projects.

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: **slconomicdiversification@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.

The Closing Date and time for receipt of applications is 2nd March 2023.

Only short-listed candidates will be contacted

