



**Ministry of Agriculture (MOA)**  
Ministerial Complex  
Congo Town, Liberia



**REQUEST FOR EXPRESSIONS OF INTEREST  
(INDIVIDUAL CONSULTANCY)**

LIBERIA

*Communication and Marketing Consultant(C&M C)*

**Assignment Title:** Individual Consultancy to conduct a Communication and Marketing Assignment  
**Fund Grant Number:** 100000018  
**Fund Name:** Korea-Africa Economic Cooperation (KOAFEC) Trust Fund  
**Project Name:** The Development of Agricultural Value Chains in Liberia Project

Project ID No.:

Request for Expression of Interest No : **LIB/MoA/C&MC/EOI/01/2021**

The Government of Liberia has received financing Grant from the Korea-Africa Economic Corporation Fund through the African Development Bank, toward the cost of a Communication and Marketing Consultant, and intends to apply part of the agreed amount for this grant to payments under the contract for the hiring of an individual Consultant to conduct a Communication and marketing Consultancy.

The objective is to firmly anchor the value chains approach through reformed regulatory frameworks, private sector investment across critical stages of the priority value chains, availability of sustainable financing solutions for private sector, amongst other key deliverables.

To realize efficient and effective results, the management of MoA needs accurate and up to date economic advice, constraints analysis, value chain and market systems analysis and trade mapping to enable Management to explore options and take evidence-informed decisions to achieve short to medium term objectives.

**The Individual consultant will assess the Value Chain Analysis by:**

The Consultant will be responsible and/or involved in carrying out tasks including, but not limited to, the following:

The MOA is seeking a consultant to undertake the following:

- Organize print and social media campaigns to advertise Liberian agribusiness in order to foster interests, awareness, and support in Liberian agriculture and agribusiness
- Prepare content and communication materials such as presentations, briefing notes, newsletters, social media campaigns, for internal and external use
- Coordinate and work with news media to showcase program progress and deliverables
- Ensure that all the marketing messages result in clear and tangible benefits
- Evaluate brand messaging effectiveness, clarity and visual presentation
- Implement other effective promotion & marketing strategies to increase awareness of the program

The duration of this contract is **Six (6) Months**.

The consultant is expected to start marketing activities as soon as possible. The assignment should be completed within a 6 months window.

Qualifications and Experience required:

- Bachelor's Degree in Business Administration, Marketing, Communications or a related field
- At least 3-5 years of experience working in communications/marketing
- Extensive experience in the development of communications materials such as presentations, briefing notes, newsletters, social media campaigns
- Excellent written and verbal communications skills
- Strong interviewing skills, with experience bringing human interest stories to life
- Ability to manage multiple projects simultaneously, with strong attention to detail
- Experience in agricultural development preferred
- Fluency in English is required

The following activities and items involving MoA Agribusiness representation and promotions in print and social media are expected:

- I. Radio Talk Shows
- II. Media Relations
- III. Radio Advertisements
- IV. Internet Blogs
- V. Press Releases
- VI. Billboards
- VII. T-Shirts
- VIII. Banners
- IX. Bumper Stickers

The Ministry of Agriculture now invites eligible individual consultants to indicate their interest in providing these services. Interested consultants must provide an updated Curriculum Vitae (CV) and relevant documents indicating that they are qualified to perform the services.

Establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's Procurement Policy Framework and Methodology for Bank's Group funded Operations dated October 2015 , which is available on the Bank's website at <http://www.afdb.org>. Borrowers are under no obligation to shortlist any individual consultant who expresses interest.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1600 hours (GMT) on working days.

Expressions of interest must be delivered in a written form to [Itolbert@moa.gov.lr](mailto:Itolbert@moa.gov.lr) by e-mail by **28 April 2021 @ 4:00pm local time and mention "LIB/MOA/ADC/EOI/01/2021: "The Development of Agricultural Value Chains in Liberia Project – Communications & Marketing "**.

**Deadline for Submission: 28 April 2021 @ 4:00pm local time**