



**REPUBLIC OF GHANA**

**MINISTRY OF FINANCE  
GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)  
IDA CREDIT NUMBER 6465-GH**

**SPECIFIC PROCUREMENT NOTICE  
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)  
(CONSULTING SERVICES –INDIVIDUAL SELECTION)**

**Reference No.: GH-MOFEP-450716-CS-INDV**

**Assignment Title: Recruitment of a Communication Expert to Support the Operationalisation of the Ghana Accreditation Service (GHAS).**

**1. Introduction**

The Ministry of Finance has received financing from the World Bank towards the cost of the Ghana Economic Transformation Project and intends to apply part of the proceeds for consulting services.

The Project will be implemented through four Components, namely:

- a. Enabling Investments;
- b. Crowding-in investments;
- c. Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) Growth; and
- d. Project Management and Evaluation.

The project supports the Government's industrialization agenda by strengthening the regulatory and institutional framework for QI in Ghana. Thus, the objectives include supporting key reforms, regulations, and investments including the promulgation of the Ghana Accreditation Service Act, 2023, (Act 1102), approval of the 2022 National Quality Policy, accreditation of conformity assessment activities, and the development of national and regional labs among others.

**GHAS** was set up in September 2018 under the Companies Act, 2019 (Act 992) as a company limited by guarantee by the Ministry of Trade and Industry. A new law, the Ghana Accreditation Service Act, 2023, (Act 1102) has been promulgated by Parliament to establish the Service as a state institution for efficient and effective administration of its mandate. The highest decision-making body of GHAS is the Governing Council.

The functions of **GHAS** include accreditation of conformity assessment bodies, issuing of technical publications on accreditation, training as well as advising the government and its agencies on matters related to accreditation.

**2. Objectives of the Assignment**

This assignment seeks an experienced Individual Consultant to support the implementation of the Communications Strategy of GHAS to improve its visibility, marketing, public relations, advocacy, and stakeholder engagement efforts toward achieving its institutional mandate. The Communication Strategy

of GHAS involves the use of identified key messages to respond to stakeholders' communications needs and employing appropriate communications tools/platforms to effectively inform and engage various types of stakeholders especially, Conformity Assessment Bodies and users of Conformity Assessment results.

### **3. Scope of the Assignment**

- i. Formulate and implement an approved Annual Communication Plan for the Service targeted at visibility to clients and stakeholders critical to the growth and sustainability of the Service.
- ii. Develop a media brief for officers of the Service to ensure consistency in communication messages.
- iii. Develop convincing content and regularly publish articles, news bulletins, video clips, and announcements on various media to ensure cost-effective outreach and publicity.
- iv. Develop and manage the public relations programmes and events of the Service.
- v. Undertake client surveys and other forms of research to continuously improve client services.
- vi. Oversee protocol activities of the Service.
- vii. Establish an effective complaint-handling system for the Service.
- viii. Any other duties that may be assigned by the Team Leader

### **4. Qualifications and Experience**

The Consultant shall have:

- i. A minimum of a Bachelor's degree from an accredited tertiary institution in Communication Design, Communication, or any related field.
- ii. A minimum of three (3) years post-Bachelor's relevant work experience in a reputable organisation.
- iii. Knowledge in Communication Planning.
- iv. Good analytical skills.
- v. Excellent writing skills and proficiency in creating publishable content.
- vi. Ability to convincingly explain concepts and programmes.
- vii. Media networking and monitoring skills.
- viii. Crisis management, lobbying, and advocacy skills.
- ix. Interpersonal communication and presentation skills.
- x. Proficiency in computer applications.
- xi. Experience in the use of social media for marketing and mass communication.

### **5. Reporting Obligations**

The Communication Consultant will report to the Technical Advisor and the Technical Advisor will report to the Council

### **6. Duration of Assignment**

The duration of the assignment is expected to cover 12 months.

### **7. Location**

The Officer will be based in Accra.

### **8. Required Documents**

The application should include the following documents:

- An updated CV
- Copies of relevant diplomas (university degrees, etc.)

The detailed Terms of Reference (ToR) for the assignment can be found at the following website: <https://www.mofep.gov.gh> or obtained at the address and emails given below.

The Consultant will be selected in accordance with the Individual Consultant Selection Method as set out in the Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016 Revised November 2017, August 2018, November 2020 and July 2023)).

## **9. Submission of Expressions of Interest**

Further information can be obtained at the address below during office hours **9:00 am to 4:30 pm** local time. Expressions of interest must be delivered in a written form to the address below in person, by mail, or by email by **October 15, 2024**.

**The Project Director  
Ministry of Finance  
Box M40, Accra, Ghana**

**Attn: Procurement Specialist**

**Ghana Economic Transformation Project Office,  
Valco Trust House, Second Floor, Conference Room  
Ambassadorial Enclave, Castle Road Ridge - Accra  
Email: [getpprocurement@gmail.com](mailto:getpprocurement@gmail.com), and copy [lateefpro@gmail.com](mailto:lateefpro@gmail.com)  
Tel: +233- 24740- 4444  
Digital Address: GA – 052 -7763**