

MINISTRY OF TRADE AND INDUSTRY

Ghana Accreditation Service (GHAS) Ghana Economic Transformation Project

Terms of Reference

Reference: GH-MOFEP-450716-CS-INDV

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

A. INTRODUCTION

The World Bank is providing funding support to the Government of Ghana (GoG) for the implementation of the Ghana Economic Transformation Project (GETP)

The overall development objective of the Project is to promote private investments and firm growth in non-resource-based sectors. The Project's objective is to promote and strengthen a growth model conducive to economic transformation to achieve higher rates of investment and productivity growth across the economy, especially in non-resource-based sectors. The Project has four components, as follows:

Component 1 - Enabling investments: This component focuses on improving the enabling business environment, investment attraction capacity, and the quality infrastructure support system for companies that want to invest and grow their businesses in Ghana.

Component 2 - Crowding-in investments: Promoting spatial and industrial planning and development: This component focuses on enhancing the Government's programs in investment promotion and spatial development (including Special Economic Zones), thereby addressing the constraint to access quality industrial land in the country.

Component 3 - Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) growth: This component supports entrepreneurship and MSME growth in non-resource-based sectors, addressing specifically the limited development of the MSME and entrepreneurship support ecosystem, including early-stage financing.

Component 4 – Project Management and Evaluation: This component will finance project management activities including fiduciary responsibilities, procurement, safeguards, communication, and dissemination, as well as monitoring and evaluation of project implementation and its impact. This includes capacity building for the Project Coordinating Unit (PCU), the Economic Transformation Unit, and the Resource Mobilization and Economic Relations Division (RMERD) within the Ministry of Finance (MoF).

1.1 Relevant Key Sub-Component – Component 1.3: Improving Ghana's Quality Infrastructure (QI)

The project is supporting 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.

1.2 About the Ghana Accreditation Service

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.

GHAS has developed a 5-year Strategic Plan (2022-2026) and a 3-year Business Plan (2022-2024). The Strategic Plan has identified the number of employees for effective operationalisation of the Service by the year 2026 as twenty (20). This number is to be increased using the rate of one (1) Accreditation Officer/Manager and one (1) Administrator per every fifty (50) accredited facilities.

B. OBJECTIVES

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

C. DUTIES & RESPONSIBILITIES

- 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

D. QUALIFICATION & EXPERIENCE

- 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.

E. REPORTS/DELIVERABLES

The Expert will be required to submit monthly and quarterly performance reports to the Team Leader. The Expert will be required to;

- i. issue quarterly press releases
- ii. ensure increase in GHAS website traffic growth rate of 2% per year
- iii. ensure social media follower growth rate of 25 new followers per month.
- iv. launch quarterly communication campaigns, (a minimum of 4 in a year).
- v. conduct at least one stakeholder satisfaction surveys in a year.
- vi. conduct at least two customer satisfaction surveys per year.
- vii. facilitate the publication of at least two newsletters per year, and
- viii. any other activities of GHAS which is of public interest.

F. REPORTING

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

G. DURATION OF THE CONTRACT

The duration of the assignment is expected to cover 12 months

H. LOCATION OF THE ASSIGNMENT

The Officers will be based in Accra.

I. ESTIMATED MAN-MONTHS

The estimated man-months for the entire assignment is 480 man-hours over Twelve (12) months