



**REPUBLIC OF GHANA
MINISTRY OF FINANCE**

**GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)
TERMS OF REFERENCE
(CONSULTING SERVICES – CONSULTANCY FIRM)**

Assignment Title: Recruitment of a Communications Firm to support the Ghana Economic Transformation Project Coordinating Unit
GH-MOFEP-312199-CS-CQS

1. BACKGROUND

The World Bank is providing funding support to the Government of Ghana (GOG) to implement 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 will focus 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 will focus 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 will support 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, communications, engagement and dissemination, as well as monitoring and evaluation of project implementation and its impact. This will include capacity building for the Project Coordinating

Unit (PCU), the Economic Transformation Unit and the External Resource Mobilization and Economic Relations Division (ERMERD) within the Ministry of Finance (MOF).

2. OBJECTIVE

The Project is seeking an experienced Communications Firm (i.e., a Consultant) to design and execute a communications and public relations (PR) and engagement strategy to support the visibility, PR, and public awareness needs of GETP and its key stakeholders to help achieve the project objectives. This will involve developing communication, PR, and public awareness and engagement plan, identifying appropriate communication tools and platforms for effective engagement, and developing relevant content to reflect the key messages of the Project. This will also involve documenting key project events and activities as evidence to enhance knowledge among key project beneficiaries.

3. SCOPE OF WORK

The Consultant's scope of work shall include but will not be limited to the following:

PHASE I

- Conduct research/assessment to understand current communications, engagement, PR, and awareness gaps and needs of the Project Coordinating Unit (PCU) and Technical Implementing Agencies (TIAs);
- Develop a draft communications, PR, engagement and public awareness strategy based on the research/assessment findings to raise awareness towards building trust, minimize reputational risk and encourage public participation in the process. This will help improve public understanding of the rationale for the Ghana Economic Transformation Project;
- Develop a Communications, Engagement, PR and Public Awareness Action Plan based on the strategy. This will include the following:
 - i. Communication objectives;
 - ii. Summary of research findings;
 - iii. Audience (internal and external) analysis and engagement strategies;
 - iv. Stakeholder mapping and strategic engagement plan; (Build on Stakeholder Engagement Plans if one was prepared by the client).
 - v. Specific messages that are clear and compelling, based on the research findings and strategic directions on framing;
 - vi. Online and offline communication channels, tools, activities, and media strategies;
 - vii. Timeline of communication activities;
 - viii. Capacity building plan for agencies to implement the strategy;
 - ix. Implementation responsibility/arrangements;
 - x. Feedback/monitoring mechanism;
 - xi. Evaluation tools; and
 - xii. Budget;
- Finalize and obtain approval for the Communications, Engagement and PR Strategy and Action Plan. Implementation of the Action Plan will begin immediately thereafter;

PHASE II

- Lead the implementation of the communications, engagements, PR and public awareness strategy in support of the Project's objectives. This will include supporting the PCU to coordinate the overall communications, engagement and PR of the Project and provide guidance, as needed, to the TIAs with their communication needs and assigned roles. It will include;
 - i. Support the PCU to manage and oversee the design/production of all materials, ads, and creative, for the communications strategy, ensuring the final approval of the GETP and the World Bank. Regarding this aspect of the assignment, the Consultant will: Produce print and electronic materials such as audio-visual products, infographics, web-based tools and products, social-media content, publications, etc.;
 - ii. Organize and execute outreach events and meetings such as seminars, workshops, knowledge-sharing events, roundtable discussions, town halls, results fairs etc.;
 - iii. Help organize press conferences/briefings, prepare press releases, talking points, updated fact sheets, and FAQs.;
 - iv. Monitor and analyze nationwide media coverage and assess risks and opportunities and work with Safeguards colleague to help minimize reputational risk to the project;
 - v. Help build communication systems and capacity of implementing agencies (TIAs);
 - vi. Facilitate opinion pieces and media write-ups for local newspapers;
 - vii. Create content for web and social media outreach;
 - viii. Maintain a calendar of events and public engagement and sensitization campaign activities.
 - ix. Ensure maximum media coverage of activities and events; and
 - x. Travel to various locations for assessments and work with M&E team to capture success stories, milestones, and events for content development and dissemination through various platforms;
- Develop indicators to monitor the implementation of the communications, engagements, PR and public awareness strategy to ensure its objectives are met;
- Collaborate with the Monitoring and Evaluation team at the PCU and the TIA focal points on communications to compile and disseminate success stories;
- All the outputs of the Consultant's work must comply with the communications guidelines and other requirements of the World Bank and Government of Ghana (GoG);

4. REPORTS / OUTPUTS DELIVERABLES

The Outputs and deliverables will be in two parts:

Phase I – Production of Communication Documents Phase 1 (4-6months)

- i. An inception report proposing an approach/methodology to deliver or implement the assignment. It will include challenges to success, proposed alternative approaches to implementation that will improve results, and a summary of implementation status;
- ii. An assessment report covering the research/assessment to understand current communications, PR and awareness needs of the Project, including the PCU and TIAs;
- iii. A final communications, engagement, PR and public awareness Strategy and Action Plan;

Phase II– Implementation Support Phase 2 (12 months)

- iv. Prepare monthly progress reports on the status of the communications strategy implementation, which shall be submitted at the end of each calendar month;
- v. Submit all print and electronic materials (incl. audio-visual products, infographics, web-based tools and products, social-media content, publications), original copies of press statements/releases, factsheets and FAQs produced during the implementation phase;
- vi. Submit original scripts of project success stories, features, opinion pieces and media write-ups developed for print and electronic media during the implementation phase;
- vii. A communications calendar of events and public sensitization campaign activities; and
- viii. Provide data on outreach outcomes of the strategy and action plan. This will include nationwide media coverage of GETP (incl. TIAs) related activities in electronic and print media.

5. DURATION OF THE ASSIGNMENT

This assignment will involve a contract of 18 months, with renewal subject to satisfactory performance based on an evaluation.

6. EXPECTED OUTPUTS AND SCHEDULE OF PAYMENTS

PART A – Production of Communication Documents Phase 1 (6months)

S/N	Description of Output	Period after Commencement	Payment (%)
1	Submission and acceptance of the Inception report	Three weeks after the contract signing	20%
2	<ol style="list-style-type: none"> i. Completion of Research/assessment of current communications needs report Development of communications, PR and public awareness strategy and action plan ii. Lead the production and implementation of the communication strategy 	Four months after the contract signing	50%
3	Production/client approval of all campaign materials and final report	Six months after the contract signing	30%
4	TOTAL		100%

PART B – Implementation Phase 2 (12 months)

The cost of PART B – Implementation Phase will be determined following the submission of the Communications, Engagement/PR Strategy and Action Plan (which will incl. detailed activities, budget estimates and timelines). Payments to the Consultant during the implementation phase will be pro-rated and made upon delivering key milestones and agreed-upon deliverables between the Consultant and the Client. Payments during this phase shall exclude the contract sum for PART A – Production of Communication Documents Phase.

S/N	Description of Output	Period after Commencement	Payment (%)
5	<ul style="list-style-type: none">i. Submission and acceptance of monthly progress reports on the status of implementation of communication/PR strategyii. Submission and acceptance of print and electronic materials (incl. audio-visual products, infographics, web-based tools and products, social-media content, publications), original copies of press statements/releases, factsheets and FAQs)iii. Submission and acceptance of original scripts of project success stories, opinion pieces and media write-ups developed for local newspapersiv. Delivery of a communication calendar of events and public sensitization campaign activities; andv. Provision of data on outreach outcomes of the strategy and action plan.vi. Other outputs/deliverables that will be determined based on the outcome of the communication/PR strategy	Within 12 months after completion of Part A - Production of Communication Documents Phase.	Pro-rata based on Communication/PR Action Plan
6	TOTAL		100%

7. SELECTION CRITERIA CONSULTANT QUALIFICATION

The Consultant will be a professional communication firm (or a consortium) with expertise and experience in designing and implementing comprehensive, national communication strategies in development, public services and behaviour change.

- The firm must have successfully delivered at least two (2) similar assignments in the last five (5) years, preferably on World Bank/IFC funded projects or other donor projects;
- A minimum of five (5) years of experience in media relations, public relations and, or corporate communications;
- Must submit the following documents:
 - i. The firm or a consortium of firms must also submit the following documents:
 - ii. Business Registration Certificate (Incorporation & Commencement of Business)
 - iii. Valid Ghana Revenue Authority (GRA) Tax Clearance Certificate
 - iv. Valid Social Security & National Insurance Trust (SSNIT) Clearance Certificate
 - v. Valid Value Added Tax Registration Certificate
 - vi. Valid PPA's Consultant's Registration Certificate
- Minimum of five (5) years experience in graphic design, including visual identity and logo design and branding; knowledge of multimedia materials, including photos and video;
- Minimum of 3 years experience in producing high-quality print publications in a cost-effective and timely manner;

The successful Consultant is

A. **Lead consultant** qualifications shall include:

- Should possess a Masters' degree in Communication, Education, Finance, Marketing, or other relevant disciplines; experience in Journalism is an added advantage.
- A minimum of ten (10) years of professional experience in designing and developing strategic communications, media, social media, advertising, public relations, political campaigns, digital campaigns, social marketing, and related activities.
- Proven experience working with the Public Sector in executing similar assignments, especially on World Bank/IFC funded projects or other donor-funded projects; at least five years' experience is required;
- At least five years of proven experience in the design, implementation, and coordination of financial education campaigns or similar communication events;
- Demonstrated capacity to develop professional public communications materials quickly. Proven experience in at least one similar assignment in the last three years in a similar capacity;
- Experience in project and team management and ability to effectively manage multiple demands and time resources;
- 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 expertise in the design and implementation of advocacy campaigns on public interest issues at a national level;
- The Team Leader is expected, among other professional skills and experiences in research, social sciences, messaging, design, multimedia, monitoring and evaluation of campaigns,

and campaign planning and delivery.

B. Strategic Planner/Media Strategist

- Should possess a degree in communications, marketing, or relevant discipline;
- Minimum of 5 years of professional experience in the design and implementation of marketing and promotional campaigns;
- Three (3) years of experience in Social Behaviour Change and marketing;
- Demonstrated expertise in display advertising, radio & TV, social media management, blogging, and other digital platforms, and media monitoring & reporting;

C. Creative Expert

- Must possess a Degree in Creative Designs or Computer Science or relevant discipline;
- Minimum of three (3) years of experience in a similar assignment;
- Three (3) years of demonstrable experience in creative marketing,
- Three (3) years of experience in creative direction, content development, copywriting for online, video and radio productions, graphic design, branding, campaign editing and product packaging will be an advantage.

8. FACILITIES TO BE PROVIDED BY THE CLIENT

The GETP Project Coordination Unit (PCU) shall provide the following support to the Consultant:

- i. Provide access to information and the relevant data and facilitate interaction with TIAs and relevant stakeholders;
- ii. Facilitate access to the necessary project documents (PAD, AWPB, Project Implementation Manual, Project Reports, Communications Guidelines from the World Bank, etc.) relevant to the assignment;
- iii. Dedicate a GETP focal person to help facilitate the work of the Consultant;
- iv. Carry out periodic quality and performance reviews of consultancy outputs;
- v. Liaise with the World Bank for approvals as needed

9. REPORTING

The Consultant will report to the Project Director through the Project Strategic Coordinator. The Project Director, Project Strategic Coordinator, and the Consultant shall meet quarterly to assess the overall performance of the assignment and for strategic guidance to ensure greater alignment with national priorities. The Project Strategic Coordinator will supervise the assignment and ensure alignment with the World Bank and GoG communication guidelines.