

# **Terms of Reference (TOR)**

**For recruitment of**

**Communications Specialist**

**West Africa Contract Monitoring Network**

## **1.0 Introduction**

The West Africa Contract Monitoring Network comprising civil society, public and private sector sought to monitor public contracting to ensure transparency and accountability for the benefit of the citizenry in **Liberia, Ghana, Sierra Leone, and Nigeria**. The project funded by the World Bank aims to improve the transparency and accountability of public procurement and contracting systems in four West African countries: Liberia, Ghana, Sierra Leone, and Nigeria. The project seeks to build the capacity of multi-stakeholder country groups to more effectively monitor contracting processes and outcomes in their respective countries. The project seeks to recruit a communications specialist to develop regional and country level Communication and outreach strategies for engaging government and stakeholders; and for dissemination of results of the West Africa Contract Monitoring Network.

## **2.0 Project Background**

Monitoring of procurement processes and contracts has been sporadic or limited in scope and impact, reflecting constraints in opportunity and capacity. However, there is growing recognition that, supporting such independent third-party monitoring institutions can serve as an effective oversight function in controlling fraud and corruption in public contracting, especially when linked to the formal public accountability institutions. Establishing an effective and robust contract monitoring coalitions will contribute to controlling corruption and ultimately improving public sector efficiency and the delivery of public services.

The Contract Monitoring Program therefore aims to improve the transparency and accountability of public procurement and contracting systems in four West African countries: Liberia, Ghana, Sierra Leone, and Nigeria. The project seeks to build the capacity of multi-stakeholder country groups to more effectively monitor contracting processes and outcomes in their respective countries.

The specific objectives of the project include:

- Improve transparency and accountability of public procurement and extractive industries contracting;
- Build capacity of country coalitions to monitor contracting processes and outcomes;
- Strengthens and support multi-stakeholder coalitions that will monitor the award and implementation of contracts in priority sectors;
- Create an informal regional network among the four country coalitions;

## **3.0 Objective of the Assignment**

The Consultant is expected to develop one regional and four country level Communication and outreach strategies and support their implementation to ensure national, regional and global visibility of the West Africa Contract Monitoring Network.

## **4.0 Scope of Services and Detailed Tasks**

The strategy is expected to disseminate information and messages from the coalitions to the wider public, influence decision making and knowledge sharing. Also, promote and enhance the national,

regional and global visibility of the West Africa Contract Monitoring Network. Specifically the strategy is expected to:

1. Raise the profile of the West Africa Contract Monitoring Network nationally, regionally, globally and with identified audiences
2. Ensure effective lobbying and advocacy with critical stakeholders at all levels including government and policy makers
3. Support and further the effectiveness of the activities implemented by the network members.

#### **4.0 Deliverables**

- 4.1 Submit an inception report and draft work plan
- 4.2 Develop Regional and four Country level Communications and outreach Strategies
- 4.3 Prepare a complete implementation plan for the approved strategies to include:
  - 4.3.1 A detailed resource list and estimated budget;
  - 4.3.2 Gantt chart timetabling the roll-out of the strategy and
  - 4.3.3 A draft evaluation instrument for measuring the achievement of the goals and targets of the strategy
- 4.4 Support the regional and country coalitions in the effective implementation of the communication and outreach strategies
- 4.5 Submit final report at the end of the consultancy

#### **5.0 Qualifications and Experience**

The consultant shall possess a University Degree Journalism, Public Relations, Communications or Media Management or Communications related Degree with at least 5 years of relevant professional experience. The consultant must have experience in conducting communications needs analysis and strategic design as well as in managing communication campaigns. Knowledge and professional experience in coalition building and management, and or networking is desirable. Work experience within the four participating countries will be an advantage. Submit at least a copy of Communication Strategy produced and explain its success in the achievement of the set goals.

#### **6.0 Reporting**

The consultant will be required to prepare and/or contribute to inputs for the preparation of reports specifically in relation to the assigned task as and when needed.

#### **7.0 Contract Period**

The assignment period will be discussed and agreed based on the proposed work plan submitted by the consultant.

#### **8.0 Facilities & Information to be provided**

The GACC will provide all the necessary logistics and documents on the project to facilitate the discharge of the functions.

**Interested Consultants should submit their CV's and proposals to [bnarteh@ghana-anticorruption.org](mailto:bnarteh@ghana-anticorruption.org) and [ffdennis@gmail.com](mailto:ffdennis@gmail.com) copied by Friday 15<sup>th</sup> February 2013.**