 Republic of Liberia

 **National Investment Commission (NIC)**

 M&E Professional Building/ UN Drive Monrovia, Liberia



**Request for Expressions of Interest (REOI)**

**(Individual Consultancy Service)**

**Special Agro-Industrial Processing Zone (SAPZ) Project**

**CONSULTANCY SERVICE “COMMUNICATIONS AND BRANDING CONSULTANT FOR THE (LIBERIA) SPECIAL AGRO-INDUSTRIAL ZONE (SAPZ), BUCHANAN CITY – GRAND BASSA COUNTRY - LIBERIA”**

**Sector: Agriculture/Industry**

**Financing Agreement Reference: 2100150042703**

**Project ID: P-LR-AA0-009**

**1. BACKGROUND**

The Government of Liberia has received funding from the African Development Bank (AfDB) towards the establishment of a Special Agro-Industrial Processing Zone (SAPZ) over a period of five (5) years (January 2022 to December 2026) and intends to apply part of the agreed amount towards funding activity five (5) ***(Launch of SAPZ/SEZA Park, Market Sounding and Investment Promotion Events)*** under component one of the project: **(*Enable skills and climate-smart agriculture value chain development and strengthen farmer coordination).***

The Consultancy Services is for the ***Communications and Branding*** consultant to facilitate the implementation of the SAPZ communications and branding activities of the project with an objective of providing substantive support to the expected launch exercise and ensure all promotional and marketing collaterals are prepared for the SAPZ/SEZ.

The project development goal is to contribute to inclusive and sustainable agro-industrial development in Liberia and in the process, reduce staple food imports, create jobs, and reduce poverty.

The project is structured around three related components including: (a) Support the development of climate-resilient infrastructure to attract investments into agricultural value addition/industrialization, (b) Support business competitiveness, enable skills and climate-smart agricultural value chain development and strengthen farmer coordination and (c) Strengthen institutional capacity, project coordination & management.

The scope of services will include but not limited to the following:

Under the direct supervision of the Project Coordinator, the Consultant will undertake the following tasks:

* Conduct analysis of primary stakeholders (internal and external) and a representative audience to determine perceptions on the SEZ’s identity and mandate, and submit a findings summary;
* Examine existing print and digital branded materials (logo, PowerPoint template, forms, publications, newsletters and other forms of marketing collaterals) to determine what explicit and implicit messages are being sent;
* Develop a brand identity (including and not limited to brand mission, vision, values, slogan/tagline, personality, value proposition, brand positioning etc.) and communication strategy considering the SEZ’s mandate, stakeholders and audience;
* Propose a visual identity for the SEZ/SAPZ and create a brand book and visual identity standard manual that governs the use of the identity;
* Conduct training sessions for PIU staff and key stakeholders on the brand book and visual identity standard manual that governs the use of the SEZ’s identity and how to best project the brand, mission, vision, values and mandate across all communication (written, printed, or digital);
* Provide content development and management for the SEZ’s website; social media, press releases, and associated media including television or radio;
* Perform other tasks as may be requested by the Project Coordinator; and
* The Branding and Communications Consultant will be based in Monrovia, and will be expected to travel to other locations in Liberia, as needed, to execute the above duties and responsibilities

**KEY DELIVERABLES:**

1. **Content Development:**
* Work with the PIU to review websites, information kits and other sources to develop marketing content to be used for website, launch event marketing video, SAPZ brochure, and advertising and marketing content.
1. **Brand Development:**
* Work closely with the Project Coordinator to gather and provide input that will be required to develop the SEZ/SAPZ’s marketing and branding strategies;
* Host 2-3 engagements to develop and validate new SEZ/SAPZ brand identity and a brand manual; and
* The information required may include gathering existing materials and conducting interviews with relevant stakeholders to compile information.
1. **Advertising and Marketing:**
* Develop an advertising and marketing plan to the public, and other stakeholders showcasing the launch and information about the SEZ/SAPZ;
* Design and placement of eight (8) weeks advertising campaign for Facebook;
* Tiktok posts and tweets;
* Production and media purchase of SAPZ’s jingle for radio;
* Production of a SAPZ’s video for YouTube; and
* Billboard ad designs
1. **Launch Event:**
* Media coordination (Press kits);
* Documenting of event; and
* Coordinate with NIC, MFDP and the SEZ Steering Committee on the preparation of the launch event.
1. **Investment Pack:**
* Graphic design of Investment Pack (excluding printing); and
* Video investment pack production.

**F. Communication and Promotion:**

* Produce at least three news articles over the duration of the contract on the launch event and progress of implementation of the SAPZ project.

The consultancy assignment shall be carried out over a period of ninety (90) days with possibility for extension based on satisfactory performance.

The National Investment Commission invites eligible individual consultant (s) to indicate the interest in providing these services. Interested consultant (s) must provide information indicating that they are qualified to perform the services, (i) information detailing their areas of expertise, (ii) a list of similar assignments and experience in similar conditions, (iv) evidence of past performance if any, and (v) any other relevant information that might be useful.

**QUALIFICATION, EXPERIENCE AND SKILLS OF KEY EXPERTS**

The consultant must meet the following qualifications and skills for the assignment:

Bachelor degree (or higher) in communications, marketing, or any business-related field and at least five years of progressive and relevant work experience in communications, tourism marketing and investment promotion. Must have sound knowledge of marketing and branding and strong communication, interpersonal and reporting skills. Demonstrated experience working and reporting results for AfDB or any multilateral development Bank or similar international organization, including familiarity with reporting requirements and indicators with understanding of working in Sub-Sahara Africa.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank’s ***“Procurement Policy and Methodology for Bank Group Funded Operations” (BPM),*** dated October 2015”, which is available on the Bank’s website at <http://www.afdb.org>.

Interested consultants may obtain further information at the address below during office hours 8:30 AM – 5:00 PM Monrovia Time.

Expressions of interest must be delivered in hardcopy or by email to the address below and clearly marked **“EXPRESSION OF INTEREST for COMMUNICATIONS AND BRANDING CONSULTANT”** on or before 3:00 pm Local time Friday, July 28, 2023.

All communication shall be addressed to:

**Hon. Molewuleh B. Gray**

**Chairman**

**National Investment Commission**

**M&E Professional Building**

**Sekou Touré Ave. UN Drive Tel: +231 886 513754**

**Email: mgray@investliberia.gov.lr**

**Monrovia, Liberia**

With Attention to:

**Mr. Andrew Anderson**

**Project Coordinator**

**National Investment Commission**

**M&E Professional Building**

**Sekou Touré Ave. UN Drive Tel: +231 886 976983**

**Email: aanderson2024@gmail.com**

**Monrovia, Liberia**

Copy:

**Mr. Boimah Gibson**

**Procurement Officer**

**Email: boimahgibson@gmail.com**