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Consultancy as Communication Officer

Resource Governance Programme

1) The Programme

The Regional Resource Governance Programme in West Africa which GIZ is implementing on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU), aims to support the Mano River Union (MRU) countries in aligning their mining sector more closely with the principles of social, environmental and economic sustainability. Within this program, a project focusing on the implementation of a regional approach of the Kimberley Process (KP), Artisanal and Small-Scale Mining (ASM) and the fight against precious mineral smuggling in the MRU region has been agreed to. The project "Support the implementation of the Kimberley Process in the Mano River Union at the regional and national level, combat smuggling of minerals and enhance the development and livelihood aspects of artisanal mining" (the "Project") has a term of two years and six months (1st of October 2019 to 31st of March 2022).

The Project aims to promote regional policy discourse, and capacity development for different tripartite stakeholders, both in terms of the improvement of regulation and the reduction of smuggling through capacity building for government officials. This is complemented with improving livelihood conditions for mining communities as an incentive to reduce smuggling, while simultaneously increasing the space and roles for civil society in the mining communities.

The Project takes a multifaceted development approach, focusing on the regional, national and community level, to deal with compliance through the improvement of livelihoods. This entails looking at the Kimberley Process Certification Scheme, the OECD Due Diligence Guidance on Responsible Minerals Supply Chains and the EU Responsible Sourcing Regulation, taking into consideration both diamonds and gold, which both have a significant impact on the political economy of the mining sector and the fight against smuggling on both national and regional levels in the MRU basin. In short, the Project has four output areas:

1. Strengthen the capacities of national governments to implement the KP, better regulate artisanal mining and capture revenue in line with the African Mining Vision (AMV) and MRU regional agreed upon interventions and policies within the four MRU countries
2. Increase the capacities of the MRU Secretariat and other relevant national and regional bodies to combat smuggling, reduce illicit economies and improve conditions for mining communities involved in artisanal mining.
3. Create networks/platforms comprising all key stakeholders and, in particular, the civil society to contribute to compliance with KP standards and create better conditions for artisanal mining within the MRU.
4. Improve reporting systems on diamond and gold exports, through the use of enhanced data collection and utilization of statistics to strengthen traceability and license administration



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2) Stakeholders

The Project is implemented by the governments of the four MRU countries, under the coordination of the MRU Secretariat, with technical support from GIZ.

The Mano River Union (MRU), is a West African Intergovernmental Organization, created in October 1973 in Malema, Sierra Leone, grouping Sierra Leone, Liberia, Guinea and Côte d'Ivoire with the headquarter in Freetown, Sierra Leone. The mandate given to the organization by the Heads of State, since May 2008, is to promote the sub-region development, maintain the peace and security and foster the socioeconomic integration of its member states. The institution is headed by a General Secretariat, in charge of executing the mandate, under the control of the Union Ministerial Council and the overall directives of the Summit of Heads of State, to both the Secretariat report. To fulfil its mandate, the MRU has the duty to deal with all common challenges and other issues of regional interest. In this regard, MRU is to initiate, promote, develop, coordinate and monitor regional projects and programmes.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an implementing organization of the German Government headquartered in Bonn and Eschborn, Germany. GIZ provides services in the field of international development cooperation. GIZ seeks to follow the paradigm of sustainable development, which aims at balancing economic development with social inclusion and environmental protection. GIZ was established on January 1st, 2011, through the merge of three German international development organizations: the Deutscher Entwicklungsdienst (DED), the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), and Internationale Weiterbildung und Entwicklung (InWEnt).

3) Purpose of recruitment

An impactful communication of content and goals of the project are a key element to the Project's success. The various activities, ranging from regional meetings and dialogue platforms of representatives of the MRU countries to regional trainings and capacity building measures need to be communicated in a professional manner, aligned with the Project's Communication & Visibility (C&V) guidelines. Specific target groups and the public shall be well informed about the project, its topics and outcomes. The aim of this consultancy is to ensure this goal.

4) Responsibilities

Over a nine months period the Communication Officer is expected to perform the following duties:

1. Develop and implement a communication strategy to improve internal and external communication related to the Project
2. Prepare and conduct trainings on public speaking, preparations of presentations and any other topics identified in the communication strategy to Project staff



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3. Contribute to the conceptualization and production of communication materials for various activities and events of the Project
4. Develop awareness programs for TV/radio on the Project's topics and coordinate their screening
5. Secure media outlets to cover the Project's events, document published material and share on social- and mass media
6. Contribute to the preparation of communication material such as a brochure or leaflet on the Projects' context and main achievements
7. Develop content including articles, press releases, website content to communicate the Project's activities for diverse online formats, the MRU website and national mass media

5) Requirements

- Master's Degree in Communications, Journalism, Public Relations or a related field
- A minimum of 3 to 5 years of similar work experiences is required in communication strategy development. Media experience is an added advantage
- High computer literate with capability in email, MS Office (Word, PPT, Excel)
- Content writing experience for all media platforms
- Proven experience in developing communication products and activities (such as print and electronic products, workshops, stakeholder meetings, focus group discussions, etc)
- Excellent writing and presentation skills in English, demonstrated interpersonal and diplomatic skills
- Ability to communicate effectively with all stakeholders and to present ideas clearly and proven ability to work in a collaborative and multi-stakeholder team environment.
- Fair knowledge of French will be an asset

6) What can be expected from GIZ/MRU Secretariat

GIZ will provide the following structure and support:

- Payment to the Local Consultant as per the agreed contract
- Introduction to the Resource Governance Programme and the Project on the Implementation of the Kimberley Process and on ASM.
- Introductory meeting with the MRU Secretariat
- Exhaustive project documentation and support with any technical information of the Project
- Workstation at the MRU Secretariat for consultancy-related purposes
- Vehicle for all travels in and out of Freetown to contact stakeholders and conduct interviews

7) Time-Period and Deliverables

The assignment is expected to be conducted within eighty-six (86) days over nine (9) months, between July 2021 - March 2022.



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8) How to apply

Interested consultants should submit their expression of interest in English and include:

- Expression of interest outlining how the consultant meets the selection criteria and their understanding of the ToR.
- Detailed CV including at least (2) references of individuals or organizations that GIZ can contact.

Applications should be deposited in the Tender Box situated at the GIZ Country Office Reception –32d Wilkinson Road, Freetown or via Email to alhaji.bangura@giz.de **not later than 9th June 2021, 4:30 PM local time, clearly marked:**

“Expression of Interest for Communication Officer - COSOFT NUMBER 83382021.”

Only shortlisted applicants will be contacted.