



Ministry of Agriculture and Food Security (MAFS)
Government of Sierra Leone

The West Africa Food System Resilience Program (FSRP-2)

Terms of Reference

Communication Specialist

Food System Resilience Program

February, 2024

Introduction:

The West Africa Food System Resilience Program (FSRP-2) in Sierra Leone seeks the services of an experienced development program communication professional to serve as a Communication Specialist and provide services towards the development and rollout of the communication strategy for the program. The Communication Specialist shall be an integral member of the Project Implementation Unit, reporting to the FSRP Program Manager, liaising with the M&E Specialist, program component heads, and implementing partners. He/she shall play a critical role in ensuring effective communication and outreach for the program. This role shall be for a period of one year on a full-time basis with annual renewal contingent upon satisfactory performance appraisal.

Project Background

The West Africa Food System Resilience Program (FSRP-2) is a five year, regional, World Bank funded program that seeks to increase preparedness against food insecurity and improve the resilience of food system in Sierra Leone and West Africa as a whole. The program is aligned with key elements of the Sustainable Development Goals (SDGs), the World Bank Group (WBG) Country Partnership Framework for Sierra Leone and the Mid-Term National Development Plan for Sierra Leone.

The program will directly impact 943,200 household members, of which at least 40 percent will be women, 40 percent youth, and 5 percent vulnerable groups, including people with disabilities. Direct beneficiaries will also include processors, transporters, traders, and other agricultural (M)SMEs/agribusinesses engaged in the targeted value chains (rice, cassava, and livestock) who will benefit from capacity building (including training, business advisory services, and matching grants where applicable). FSRP also directly benefits public (or quasi-public) institutions like SLARI, MAFS, MoTI, SLMet, NAFSL, SLeSCA, etc. In terms of scope, the FSRP will be implemented in all districts in Sierra Leone and focuses on specific value chains to including Rice, Cassava and Livestock.

The project has five key components:

- **Component 1: Digital Advisory Services for Agriculture and Food Crisis Prevention & Management:** This component aims at strengthening climate resilience of the agriculture sector and enabling effective management and prevention of food crisis through the development and provision of demand driven data, information, and advisory services, and strengthening evidence-based decision making in managing food security.
- **Component 2: Sustainability and Adaptive Capacity of the Food System's Productive Base:** The objective of this component is to enhance the resilience of the food system's productive base in ways that enable small and medium producers

(especially women and youth) to sustainably meet their nutritional needs and raise income levels from the sale of surpluses in local and regional markets.

- **Component 3: Regional Market Integration & Trade:** The objective of this component is to facilitate trade of agricultural goods and inputs within and across national borders in West Africa.
- **Component 4: Contingent Emergency Response Component:** The objective of this component is to meet the immediate food security needs of the most vulnerable groups and restore local capacity to produce a diversified basket of food and livestock.
- **Component 5: Project Management:** This component focuses on the effective coordination of project activities and management of project resources to maximize the impact generated from the various interventions.

Objective of the Role

Under the supervision of the Program Manager, the Communication specialist will lead on all Communication functions for activities supported by FSRP by...

- Ensuring that program actions and results are effectively communicated across all levels of stakeholders to enhance visibility of the program.
- Working closely with MAFS communication unit and other MAFS projects to ensure alignment with the overall Ministry's communication approach.
- Supporting the operationalization of the FSRP Knowledge Management System for effective information sharing, storage, and use.

Specific Duties

The following are the key responsibilities of the Communication Specialist:

Under the responsibility of the National Program Manager and in close collaboration with government services and professional organizations contracted by the Program, the Communication Specialist will,

- Develop and implement a comprehensive communication strategy for the program, that is aligned with the program goals and target audiences.
- Work closely with the M&E Unit to produce, manage, and disseminate high-quality communication and demand-driven learning materials, including press releases, website content, social media posts, brochures, and presentations to create visibility in the program.
- Work closely with component heads, M&E Specialist, and implementing partners to identify knowledge and learning priorities in the program to

- pioneer the organization and facilitation of events and workshops to engage stakeholders, share program updates, and gather feedback.
- Manage media relations by building relationships with journalists, responding to media inquiries, and pitching stories about the program.
- Develop and implement advocacy campaigns to influence policy and secure support for the program.
- Monitor and evaluate the effectiveness of communication activities and adjust as needed.
- Collaborate with program staff and partners to ensure consistent messaging and effective communication across all levels.
- Travel to project sites as necessary to gather stories and document program activities, lessons, and community feedback.
- Ensure that relevant quality discussion papers and/or reports are circulated in advance and that meeting minutes are circulated in a timely fashion.

Carry out any other activities related to the successful implementation of the Program, which are assigned by the Project Manager.

Person Specification

- At least a master's degree in the Agricultural Communications, Agricultural Journalism, Mass Communication, or related discipline. Specialized postgraduate training in Development Communication, and a
- Minimum of 5 years of working experience in bilateral or multilateral donor-funded programs with at least 3 years of specific responsibility as a Communication Expert.

Additional Assets/Qualifications

- Experience in development communication and proven knowledge in leading the development and roll out of development communication strategy.
- Proven knowledge in operating Knowledge Management Solutions, graphic tools, and social media platforms.
- Excellent written and spoken communication skills, including presentations.
- Self-motivated.
- Demonstrated ability to plan and co-ordinate and monitor work plan.
- Excellent skills in collaborating with multifaceted partners for program communication.
- Excellent problem-solving skills
- Excellent skills in proper time management
- Computer literacy with proficient knowledge in Microsoft Word, Excel, and PowerPoint applications.
- Thorough knowledge of Government and private sector institutional and organizational structures and operations in general

- Ability to multi-task, work under pressure, and deliver results under short notice.
- Excellent team building and interpersonal skills.
- Demonstrated skills in adapting to a changing work environment.
- Demonstrated ability to meet deadlines, and to make appropriate links in work processes and anticipate next steps.

Women with the requisite qualifications are particularly encouraged to apply