



Livestock and Livelihoods Development Project (LLDP)
Ministry of Agriculture and Food Security
Government of Sierra Leone
Email: tjkayyy@gmail.com | Tel: +23276295812



TERMS OF REFERENCE

Recruitment of a Communications Specialist

Project Funders:

Islamic Development Bank, (IsDB), International Fund for Agricultural Development (IFAD), OPEC Fund for International Development and Government of Sierra Leone

May 2026

1.0 Background

The Livestock and Livelihoods Development Project (LLDP) was designed to address key challenges in the livestock sector, which plays a critical role in Sierra Leone's rural economy. Despite its potential, the sector is confronted with many challenges: (i) weak access to veterinary services and inputs; (ii) low livestock production and productivity; (iii) lack of access to the business development services; (iv) poor state of livestock markets and value addition facilities which are underutilized due to fragmented producer supplies; (v) price competitiveness of imports, which reduces demand for locally produced meat; (vi) limited incentives and opportunities in livestock value chains (VC) for youth and women; (vii) lack of credit access; and (viii) weak policies and regulatory framework hindering public and private investments. Rural poverty, malnutrition, and gender disparities further exacerbate these challenges. Based on these challenges, LLDP aims to contribute to poverty reduction, food security and nutrition of rural households and create employment opportunities for rural women and youth in Sierra Leone.

The Project Development Objective (PDO) is to improve the livelihoods of rural households in the eleven (11) districts of intervention through three interlinked components: 1) Support smallholder livestock production and productivity for better incomes and nutrition; 2) Strengthen/establish micro and small size Livestock enterprises (MSLEs); 3) Institutional support and project coordination.

LLDP is a US\$107.34 million project funded through the following institutions: IsDB – US\$38.18 million, IFAD – US\$30 million, OPEC Fund for International Development – US\$30 million, and The government of Sierra Leone will provide \$9.16 million.

LLDP is structured around seven components aimed at transforming Sierra Leone's livestock sector through productivity enhancement, commercialization, institutional strengthening and improved livelihoods. **Component 1** focuses on Livestock Production and Productivity Enhancement through improved breeds, pasture development, animal feed production, animal health services, livestock innovations, nutrition promotion and Gender Action Learning System (GALS) interventions. **Component 2** focuses on Value Addition and Market Access through construction and rehabilitation of livestock markets, slaughterhouses, veterinary drug stores and support to medium-scale livestock enterprises. **Component 3** focuses on Capacity Building and Institutional Development by strengthening farmer associations, training value chain actors, supporting veterinary services, developing livestock policies and enhancing institutional capacity within MAFS, SLARI and Njala University. **Component 4** focuses on Access to Finance through partnerships with Apex Bank and digital finance platforms to improve financing opportunities for livestock value chain actors. **Component 5** supports Project Management and Coordination including monitoring and evaluation, communication, knowledge management, staffing, studies and overall project implementation support. **Component 6** provides for Financial Audit through independent annual auditing of project finances and compliance systems. **Component 7** establishes a Contingency Emergency Response mechanism to allow rapid reallocation of project resources during emergencies or unforeseen crises.

2.0 Objective of the Assignment

The objective of the assignment is to provide strategic leadership and technical support for the planning, coordination and implementation of communication, visibility, stakeholder engagement and knowledge management activities under the LLDP.

The Communications Specialist will ensure effective dissemination of project information, documentation of results and impacts, promotion of donor visibility, enhancement of stakeholder engagement and strengthening of public awareness on LLDP interventions across all project components.

3.0 Scope and Responsibilities

Under the direct supervision of the Project Coordinator, the Communications Specialist shall be responsible for leading and coordinating all communication, visibility, stakeholder engagement and knowledge management activities of the LLDP. The Specialist will support effective dissemination of project information, documentation of achievements and lessons learned, promotion of donor visibility and strengthening of public awareness across all seven project components.

The Communications Specialist shall undertake the following responsibilities:

- Develop and implement the project's communication, visibility and knowledge management strategy in line with Government and donor requirements.
- Lead all communication, public awareness, media engagement and stakeholder outreach activities for the LLDP.
- Ensure compliance with IFAD, IsDB, OPEC Fund and LLF branding, communication and visibility guidelines across all project interventions.
- Develop and disseminate communication materials including press releases, newsletters, brochures, fact sheets, policy briefs, presentations, banners and IEC materials.
- Document project achievements, lessons learned, beneficiary impacts, innovations and best practices across all project components.
- Produce success stories, case studies, human-interest stories and audio-visual content highlighting project results and transformation impacts.
- Support communication and visibility for livestock production, value chain development, access to finance, matching grants, nutrition, climate resilience, women and youth empowerment interventions.
- Coordinate photography, videography and multimedia documentation of project activities, infrastructure and field interventions.
- Manage and regularly update the project website, digital platforms and social media accounts.
- Support organization of workshops, donor missions, launch events, stakeholder meetings, exhibitions, field visits and public awareness campaigns.
- Strengthen communication and coordination between the PMU, implementing partners, beneficiaries, government institutions, private sector actors and development partners.
- Develop awareness and sensitization materials for community outreach, extension services and behavior change communication activities.
- Maintain an updated repository of project publications, photographs, videos and communication materials.
- Support preparation of technical reports, briefing notes, speeches and presentations for management and stakeholders.
- Monitor media coverage and public perception relating to the project and provide appropriate communication support where necessary.
- Prepare periodic communication, visibility and knowledge management reports and track communication-related indicators under the project results framework.
- Versed knowledge in Crisis Communications and ability/experience to manage public perception during an emergency or unforeseen crisis.

4.0 Deliverables

The Communications Specialist shall deliver, but not be limited to, the following:

- LLDP Communication and Visibility Strategy
- Annual communication workplans and budgets
- Quarterly communication and visibility reports

- Success stories and beneficiary profiles
- Knowledge management products and publications
- Media and digital communication content
- Photo and video documentation archive
- Donor visibility compliance reports
- IEC and stakeholder engagement materials.

5.0 Duration

The assignment shall be for an initial period of one (1) year, renewable subject to satisfactory performance and project needs.

6.0 Qualification and Experience

The ideal candidate should possess:

- A minimum of a master's degree in mass communication, Journalism, Public Relations, Development Communication, Media Studies or related field with at least five (5) years of relevant post qualification
- Or a minimum of bachelor's degree in mass communication, Journalism, Public Relations, Development Communication, Media Studies or related field with at least eight (8) years of relevant post qualification
- Demonstrated experience working with donor-funded development projects, preferably IFAD, IsDB, AfDB, World Bank, UN agencies or similar institutions.
- Strong experience in strategic communication, stakeholder engagement, donor visibility and knowledge management.
- Experience in digital communication, photography, videography and multimedia content development.
- Excellent writing, editing and presentation skills.
- Strong interpersonal and coordination skills.
- Ability to work effectively under pressure and manage multiple assignments simultaneously.
- Proficiency in Microsoft Office applications, communication design tools such as Canva, Adobe Creative Suite, or desktop publishing software and social media management platforms.

7.0 Report Line

Successful candidate shall report directly to the Project Coordinator, LLDP with other reporting obligations to the designated Communications Specialist for all funders of the project.