



**THE REPUBLIC OF GHANA  
MINISTRY OF FOOD AND AGRICULTURE (MOFA)  
TREE CROP DEVELOPMENT AUTHORITY (TCDA)  
GHANA TREE CROP DIVERSIFICATION PROJECT (GTCDP)**

**REFERENCE: GH-MOFA/TCDA-504755-CS-INDV**

**REQUEST FOR EXPRESSION OF INTEREST  
INDIVIDUAL CONSULTANT SELECTION – COMMUNICATION AND KNOWLEDGE  
MANAGEMENT SPECIALIST**

**1. BACKGROUND**

The Government of Ghana has been granted a \$200 million IDA-World Bank Credit Facility for the implementation of a six-year project titled "Tree Crop Diversification Project. The Development Objective (PDO) of the project is to improve economic, climate, and social resilience in selected tree crop value chains in Ghana, i.e., Cocoa, Coconut, Cashew and Rubber. These objectives are to be achieved through three interrelated technical components, all of which support the soft and hard solutions to promoting the tree crops sector development. The components are (i) Institutional Strengthening and Value Chain Governance; (ii) Improving Tree Crops Productivity and Climate Resilience; and (iii) Support for Post-Harvest Management, Value Addition, and Market Access. The fourth project component focuses on project management and monitoring. The project is to be implemented by Ghana Cocoa Board (COCOBOD) with focus on cocoa and the Tree Crops Development Authority (TCDA) with focus on coconut, cashew, and rubber.

**2. THE OBJECTIVES OF THE ASSIGNMENT**

The objective of the assignment is to recruit an individual Communications and Knowledge Management Specialist (CKMS) to work with Project Implementing Unit of the Ghana Tree Crop Diversification Project (GTCDP) to lead the implementation of the Project's communication strategy and outreach plans. The CKMS will deploy effective communication skills and establish the project's visibility and identity within project target locations and at the national level, support the achievement of the project's Development Objectives, highlight accomplishments from implementation and disseminate key learnings to sustainably

drive and improve the value chains of the target tree crops under the GTCDP, and build the resilience of tree crop value chain actors.

### **3. JOB PURPOSE**

Reporting to the Project Coordinator, the Communications and Knowledge Management Specialist will ensure that the GTCDP has a unified and accurate public image. In so doing, he or she will develop internal and external communications and presentations and set design standards and guidelines for communication materials. He or she will inter alia develop relations with the media, civil society, and other stakeholders, monitor the news regularly and establish a network of communications persons at all levels.

### **4. KEY AREAS OF RESPONSIBILITY**

The Communications and Knowledge Management Specialist will undertake the following tasks:

- Lead the development and implementation of the communications strategy and outreach plans and operations manual for GTCDP.
- Develop an implementation plan for the Communications Strategy and Outreach and Engagement Plan, including activities in the Project's Annual Work Plan. This should also include a social media plan, responsibility and crisis management plan, monitoring, evaluation, and reporting in concert with Safeguards and M&E teams.
- Undertake periodic review and revision of GTCDP communications strategy, engagement and outreach plan, its objectives and audience segmentation.
- Inform and educate relevant stakeholders about the opportunities and results of GTCDP.
- Develop a series of materials – press kits, brochures, newsletters, information briefs etc for various communications channels – aimed at explaining the Government's policy on the project.
- Establish a calendar of “Key dates” around which to build communications events”.
- Answer reporters' queries and facilitate their research on GTCDP objectives, activities, and outcomes.
- Design, establish and manage a knowledge directory and portal on lessons learnt including key accomplishments and failures.
- Work closely with the M&E Specialist to flag beneficiary concerns and grievances for redress and explain the reasons for overachievement and underachievement of results.
- Write and disseminate press releases on newsworthy events, produce features around project stakeholders and beneficiaries.
- Coordinate the different TCDA communications efforts on the project.
- Determine key project activities relevant for local media engagement and publicity.

- Establish a network between the GTCDP, Ministry of Food and Agriculture, Implementing Agencies, the World Bank and other stakeholders and audiences to facilitate the flow of information.
- The Specialist shall oversee and ensure the production and dissemination of quality documents produced by GTCDP (e.g., documents produced by consultants that have to be edited by a professional editor and then turned into attractive publications).
- Identify appropriate communication channels and information platforms including traditional and social media channels that can best be used to deliver key messages to target audiences and stakeholders
- Develop a style to guide all communications on project issues to ensure consistent formats for publications and communication products.
- Create project specific multimedia including photography, long and short videos, and a project documentary, of professional standard and with all content and recordings proprietary to the project. To be disseminated in appropriate channels.
- The incumbent will also perform administrative functions as and when necessary to support the CEO and Project Coordinator and PIU.

## **5. QUALIFICATIONS AND EXPERIENCES REQUIRED**

Successful applicants must have a strong knowledge of the communications processes. As the position involves dealing with a wide range of stakeholders and organizations, it is also important that the Communications and Knowledge Management Specialist has good knowledge of how government operates in Ghana or similar environments. The prospective candidate should have:

- A minimum of a postgraduate degree in communications, social sciences, journalism, or a related field.
- At least 5 years post-qualification experience in public communications for development projects.
- Experience in handling, managing, or overseeing public communications under international donor-funded projects, including a working knowledge of the laws and ordinances governing public communications.
- Strong managerial skills and proven record of achieving results.
- Solid understanding of communications tools and mechanisms, as well as working knowledge of ICT as a powerful communications tool.
- Ability to communicate effectively (orally and in writing), speak persuasively, express complex issues in simple terms and present ideas clearly and concisely.
- Ability to establish and maintain effective working relationships with employees, other departments, vendors, and the public.

- Proven ability to seize opportunities as they arise, work with a variety of stakeholders and promote their participation in the project implementation process.
- Experience in conveying complex technical information to different audiences, packaging it accordingly and distilling essential messages.
- Capacity to work under tight deadlines and to handle potentially controversial and/or very sensitive issues that require clarity, accuracy, and speedy responses.
- A working knowledge of Ghana's agriculture sector.
- Excellent analytic and communication skills.
- Must be conversant with the systems and implementation of projects funded by the World Bank or other development partners.
- Ability to write articles and stories for publication is an added advantage.
- Skills in professional photography and videography, to be able to coordinate these activities, is an advantage.

Remuneration: Competitive Salary

Job Location: Accra

Job Duration: Expected duration of the assignment is 12 months. The contract will be renewed based on satisfactory performance. The services will be provided on a full-time basis.

6. The Ministry of Food and Agriculture through TCDA invites eligible Individual Consultants to indicate their interest to provide the service. Interested Consultants should provide information through a Curriculum Vitae (CV) demonstrating that, they have the required qualifications and relevant experience to perform the service.
7. Further information can be obtained at the address below during office hours *i.e.* 0900 to 1700 hours.
8. Please click on link to download the Terms of Reference:  
[https://www.tcda.gov.gh/Communication%20Specialist%20\(CKMS\).pdf](https://www.tcda.gov.gh/Communication%20Specialist%20(CKMS).pdf)
9. Expressions of interest must be delivered in a written form to the address below (in person, , or by e-mail) by **15:00 GMT, Friday 12<sup>th</sup> September, 2025**

**The Project Coordinator,  
Ghana Tree Crop Diversification Project (GTCDP)  
Project Implementation Unit (PIU)**

Tree Crops Development Authority (TCDA)

No. 20 Nii Tsatse Dzani Street

East Legon

**Tel.: +233 24 600 9505**

**Email:** [eli.agbotse@mofa.gov.gh](mailto:eli.agbotse@mofa.gov.gh)/ [info@tcda.gov.gh](mailto:info@tcda.gov.gh)/ [Edwin.Afari@tcda.gov.gh](mailto:Edwin.Afari@tcda.gov.gh)