



REPUBLIC OF GHANA
MINISTRY OF FOOD AND AGRICULTURE
TREE CROPS DEVELOPMENT AUTHORITY
(CONSULTING SERVICES - INDIVIDUAL CONSULTING SELECTION)

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| Name of Project | Ghana Tree Crop Diversification Project Sector (P180060) |
| Loan No./Credit No./Grant No | IDA Credit No. |
| Assignment Title | Communications & Knowledge Management Specialist (CKMS) |

BACKGROUND

1. 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.

2. 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.

3. 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. The broad activities of the project are:

- a. Component 1. Institutional Strengthening and Value Chain Governance: The objective of this component is to strengthen the institutional capacity of COCOBOD and TCDA and improve sector governance for competitive and sustainable development of tree crops. This will be achieved by: (i) supporting organizational capacity development of both institutions; (ii) operationalizing policies and regulations meant to improve the enabling environment including for private sector investment; (iii) investing in digitizing the value chains for traceability including environmental and social sustainability. The project will support both TCDA and COCOBOD in their digital transformation for traceability, including setting digital payment and money collection systems, tree tagging and registration, barcoding, and monitoring of output from farm to port. It is expected that the digital management systems that trace every tree crop farmer under the project (and beyond) will contribute to improving the governance of the value chains; especially, in terms of transparency, and (iv) building the national capacity to monitor and prevent child labor in the tree crop sector. The component also includes a child labour subcomponent aimed at preventing and responding to child labor

through an integrated, area-based prevention, identification, and remediation strategy will be applied in the 11 project districts.

- b. **Component 2. Improving Tree Crops Productivity and Climate Resilience.** This component supports the productivity, profitability, and climate resilience of tree crop farms. These objectives will be achieved by: (i) strengthening research capacity for tree crops and ensuring collaboration with value chain actors to promote demand driven research; (ii) rehabilitating farms affected by cocoa trees disease on a voluntary basis through the use of a livelihood support mechanism and adoption of improved cutting, spraying, and other farming practices; (iii) supporting cashew, coconut and rubber nurseries engaged in climate-smart tree multiplication and input delivery centers; (iv) linking private sector service delivery to farmers via the coconut federation, cashew council and FBOs; and (iv) strengthening delivery of climate-smart extension and other relevant services. The component promotes reforestation, restoration of degraded lands, and carbon sequestration to maximize CCBs.
- c. **Component 3. Support for Post-Harvest Management, Value Addition, and Market Access** supports private investments in secondary value addition of SMEs in cocoa, cashew, and coconut value chains and in cashew and coconut processing units. The project will finance (i) the promotion, mobilization, and pre-screening of investments proposals via an independent selection committee; (ii) matching grants to partially finance the cost of eligible investments (iii) technical assistance (TA) to investors for detailed preparation of business plans to be presented to financial institutions; (iv) technical assistance to investors for the start-up phase of their investments; (v) support for export fairs in-country to link local businesses to buyers. COCOBOD's PIU and TCDA's PCU will be responsible for implementation of the subcomponent with support from GIPC and GEPA for the mobilization of investors, and the facilitation of their investments and market access. Other entities providing support to the subcomponent will be Participating Financial Institutions (PFIs) meeting eligibility criteria for providing credit to eligible investors and GIRSAL for providing partial guarantees for de-risking the lending of PFIs that it considers eligible under its own specific criteria.
- d. **Component 4. Project Coordination, Management, Monitoring and Evaluation:** The objective of this component is to support project coordination, management, and monitoring and evaluation (M&E) by the PIU at COCOBOD and PCU at TCDA. Under this component the project will support the following activities: (i) establishing and maintaining financial management and procurement systems; (ii) reporting on program activities; (iii) ensuring the full implementation of environmental and social safeguards; (iv) maintaining and ensuring the performance of the monitoring and evaluation system; and (v) developing and implementing a knowledge management and communication for development strategy. This component will also be leveraged for designing and monitoring gender, child labour and other inclusion issues that will be internalized to the project.

THE OBJECTIVES OF THE ASSIGNMENT

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.

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.

COMMUNICATIONS & KNOWLEDGE MANAGEMENT SPECIALIST (CKMS)

SCOPE OF SERVICES

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

- i. Lead the development and implementation of the communications strategy and outreach plans and operations manual for GTCDP.
- ii. 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.
- iii. Undertake periodic review and revision of GTCDP communications strategy, engagement and outreach plan, its objectives and audience segmentation.
- iv. Inform and educate relevant stakeholders about the opportunities and results of GTCDP.
- v. 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.
- vi. Establish a calendar of “Key dates” around which to build communications events”.
- vii. Answer reporters' queries and facilitate their research on GTCDP objectives, activities, and outcomes.
- viii. Design, establish and manage a knowledge directory and portal on lessons learnt including key accomplishments and failures.
- ix. 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.
- x. Write and disseminate press releases on newsworthy events, produce features around project stakeholders and beneficiaries.
- xi. Coordinate the different TCDA communications efforts on the project.

- xii. Determine key project activities relevant for local media engagement and publicity.
- xiii. 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.
- xiv. 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).
- xv. 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
- xvi. Develop a style to guide all communications on project issues to ensure consistent formats for publications and communication products.
- xvii. 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.
- xviii. The incumbent will also perform administrative functions as when necessary to support the CEO and Project Coordinator and PIU.

Performance Criteria

The consultant will be expected to deliver in very time-conscious manner outputs for the overall implementation of the GTCDP communications component. These will include but are not limited to:

- Produce a comprehensive communications program for the project, within the first 30 days of the commencement of this job.
- Produce an implementation plan outlining proposed campaign methodologies and timelines within the first 45 days of the commencement of this job.
- Lead and coordinate the implementation of the communications program and show tangible and measurable results by the end of the contract period.
- Establish a system of effective and efficient internal communications to ensure that all internal stakeholders (e.g., PIU and Implementing Partners) are well-informed and updated about project implementation within the first 90 days
- Produce relevant IEC materials including a FAQs brochure and a project brief document within the first 120 days of the commencement of this job.
- Produce and disseminate bi-annual project newsletter
- Establish a good feedback mechanism necessary for ongoing improvement of the communication strategy to ensure that messages developed for each target audience are tested within the first six months of the commencement of this job.
- Prepare a set of monitoring indicators for a quarterly evaluation of the performance of the activities-based communication plan and the objectives set for the communications strategy.
- Make sure that Environmental and Social governance issues are embedded in all communication materials and during public facing events.
- Ensure timely and periodic updates of project content on GTCDP, Value Chain Associations, partner MDAs, and World Bank websites and social media channels.

- Carry out additional responsibilities as directed by the Project Coordinator of the Project Implementing Unit (PIU).

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. A minimum of a postgraduate degree in communications, social sciences, journalism, or a related field.
- b. At least 5 years post-qualification experience in public communications for development projects.
- c. 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.
- d. Strong managerial skills and proven record of achieving results.
- e. Solid understanding of communications tools and mechanisms, as well as working knowledge of ICT as a powerful communications tool.
- f. Ability to communicate effectively (orally and in writing), speak persuasively, express complex issues in simple terms and present ideas clearly and concisely.
- g. Ability to establish and maintain effective working relationships with employees, other departments, vendors, and the public.
- h. Proven ability to seize opportunities as they arise, work with a variety of stakeholders and promote their participation in the project implementation process.
- i. Experience in conveying complex technical information to different audiences, packaging it accordingly and distilling essential messages.
- j. Capacity to work under tight deadlines and to handle potentially controversial and/or very sensitive issues that require clarity, accuracy, and speedy responses.
- k. A working knowledge of Ghana's agriculture sector.
- l. Excellent analytic and communication skills.
- m. Must be conversant with the systems and implementation of projects funded by the World Bank or other development partners.
- n. Ability to write articles and stories for publication is an added advantage.
- o. Skills in professional photography and videography, to be able to coordinate these activities, is an advantage.

Key Competences

- Proven experience developing systems and tools to capture, store, and disseminate project knowledge (e.g., case studies, best practices, learning briefs).
- Competence in using digital tools for communication (social media, newsletters, infographics, videos).
- Experience integrating communication and knowledge management with MEL systems.

Relevant Experience

- Demonstrated knowledge of Multilateral funded projects.
- Practical experience working on community development methodologies such as participatory planning, land use mapping, and consultation.
- Fair knowledge and understanding of Ghanaian media landscape.
- In-depth knowledge of the agriculture sector (access to natural resources, voice, representation, participation, etc.) especially as it relates to the Ghanaian rural and cultural context.
- Ability to provide guidance on negotiation and conflict resolution processes and grievance redress mechanisms.
- Significant experience working in Ghana.
- Excellent interpersonal and team building skills.
- Fluency in spoken and written English. Ability to present clear, concise, accurate and structured reports.
- Proficiency in the usage of computers and office software packages (word processing, spreadsheet etc.) and experience in handling of web-based data and information management systems;
- Ability to prepare and deliver coherent presentations to a range of different audiences including community-based organizations.

Requirements for added advantage

- Proven ability to multi-task and work independently;
- Highly self-motivated, confident and with good interpersonal skill;
- Ability to arrange and facilitate consultations, meetings and workshops;

REPORTING AND COORDINATION

- The CKMS will report to the Project Coordinator of the TCDA-PIU located within the Ghana Tree Crops Development Authority (GTCDA) in Accra.
- She/he will coordinate public relations and media engagements of the project.
- She/he will work closely with staff working on agribusiness, monitoring and evaluation. In addition, s/he will work closely with the Environmental Specialist and necessary engagement with the EPA to educate project beneficiaries on environmental compliance and the need to uphold environmental quality and landscape restoration.
- She/he will coordinate with the Gender Specialist and the Social Development Specialist to educate the general public on the measures put in place by the project in mitigating child labour prevalence in the project target communities.

Duration of Assignment

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

Performance Criteria

The performance of the CKMS will be assessed by the Project Coordinator at regular intervals and based upon these assessments the contract with the Ghana Tree Crop Diversification Project (GTCDP) may be continued or terminated. The CKMS will be evaluated at the end of a 3-month probation period, midyear and, at the end of the one year based on the following criteria:

- Quality and timeliness of the development of an annual work plan, budget and other required documents;
- Quality and timeliness in development the stakeholder mapping at the district and community level of project intervention;
- Quality of documentation submitted for the World Bank review;
- Quality of stakeholders related data/information and filing;
- Quality and timeliness of required reports (Quarterly & Annually)