



**REPUBLIC OF GHANA  
MINISTRY OF FINANCE  
GHANA JOBS AND SKILLS PROJECT (GJSP)  
IDA CREDIT NUMBER: 6716-GH  
TERMS OF REFERENCE  
(CONSULTING SERVICES – FIRM SELECTION)**

**Assignment Title:** Selection of 1 no. Firm Consultant to develop PR/Success Stories/ Documentaries/ Newsletters (Communications) for the Project. Ref No.: GH-GEA-288898-CS-CQS

**1. BACKGROUND**

The Government of the Republic of Ghana has received financing from the World Bank toward the cost of the Ghana Jobs and Skills Project and intends to apply part of the proceeds for consulting services. The project comprises five (5) components namely:

**Component 1:** Provision of apprenticeship training for jobs

**Component 2:** Provision of entrepreneurship and micro and small enterprise support for jobs

**Component 3:** Operationalization of the Ghana Labor Market Information System, upgrading of district PECs and services, and independent performance reviews of Government youth employment and skills development programs

**Component 4:** Capacity development, technical assistance, and project management support for enhanced skills and jobs impact

**Component 5:** Contingent emergency response component

The Developmental Objective of the project is to support skills development and job creation in the Country.

The Ghana Enterprise Agency is mainly involved in component 2 of the project, outlined as follows:

**Component 2. Provision of entrepreneurship and micro and small enterprise support for jobs**

*Subcomponent 2.1:* Provision of entrepreneurship training and competitive business start-up grants to individuals for jobs (US\$40 million)

*Subcomponent 2.2:* Provision of competitive grants to private enterprises for expanded employment (US\$60 million)

**Subcomponent 2.1.** The project will support entrepreneurship training for at least 50,000 individuals. It will also support competitive business start-up grants for at least 5,000 individuals among those who have successfully participated in and completed an intermediate level of entrepreneurship training.

The main implementing agency for this component is the Ghana Enterprises Agency (GEA), under the Ministry of Trade and Industry.

*Entrepreneurship training.* Three levels of entrepreneurship training will be offered: basic, intermediate, and advanced. The training will be based on standardized, quality-assured packages, customized to the baseline needs and abilities of the target beneficiary population in different locations. All participants will be expected to successfully participate in and complete basic training, which would take one week in total. Thirty percent of those who complete basic training are expected to successfully participate in and complete intermediate training, which would take an additional two weeks in total. Advanced training, which all recipients of business start-up capital grants are expected to successfully participate in and complete, will take another three weeks in total. All advanced training participants will receive mentoring and coaching support. This support encompasses guidance to prepare business plans, meet business registration and licensing requirements, and connect with input and output markets.

*Competitive business start-up grants.* Those who successfully complete intermediate training will be eligible for competitive business start-up grants. These grants will be available to individuals or small, self-formed groups. Selection for the grant will (i) require the preparation of a business proposal and other requirements, with the aim of screening for motivated, promising applicants, and (ii) be based on standardized criteria which are relevant, transparent, and objective. Grant size can vary based on a transparent, standardized formula, with absolute caps. Grant recipients will receive intensive mentorship and coaching and be subject to intensive monitoring to ensure compliance with the agreed business proposal and grant implementation plan.

**Subcomponent 2.2.** The project will support at least 700 competitive grants offered to private enterprises (or groups or associations of enterprises) over the project implementation period. These grants are expected to directly impact a total workforce size of at least 42,000 individuals.

The main implementing agency for this component is the Commission for Technical and Vocational Education and Training (CTVET). The main partnering agencies are the Ministry of Environment, Science, Technology, and Innovation (MESTI) and Ghana Enterprises Agency (GEA).

Ghana Enterprises Agency (GEA), formerly the National Board for Small Scale Industries (NBSSI), is the apex governmental body dedicated to the promotion and development of the Micro, Small, and Medium Enterprises (MSMEs) sector in Ghana. It was established by an Act of the Parliament of the Third Republic of Ghana (Act 434 of 1981) and operationalized in 1985.

Government views the sector as having the potential to contribute substantially to the reduction of the high unemployment rates and to the growth of the economy of Ghana.

With its headquarters located in Accra, the Ghana Enterprises Agency operates fourteen (14) Regional Offices spread across the country. Together with other stakeholders, it runs one hundred and ninety (190) District Offices known as Business Advisory Centres (BACs) making it the largest footprint of any agency that is focused on MSME development in Ghana.

Ghana Enterprises Agency has a staff strength of three five hundred and thirty-two (532), and it is envisaged to reach seven hundred (700) in the next five (5) years. At the district level, GEA provides Business Development Services (BDS) to MSMEs, as well as facilitates access to credit. GEA also supports capacity building, digitization, and the formalization of MSME sector in Ghana.

## **2. OBJECTIVE OF THE ASSIGNMENT**

GEA intends to contract a firm (“consultant”) to develop a Public Relations (PR) and communications strategy, success stories, documentaries, sensitization, promotional and other communication materials that will positively highlight subcomponent 2.1 of the Ghana Jobs and Skills Project, its outputs, and impacts, as well as achievements, good practices and lessons learned.

## **3. SCOPE OF WORK**

The firm will lead in the development of an effective, implementable Communications Strategy for GEA in relation to subcomponent 2.1 of GJSP. The firm will also be required to lead in the development of communication materials such as success stories, documentaries, etc. as well as undertake sensitization and other promotional activities under the project.

The Consultant’s scope of work includes but not be limited to the following:

- Research and understand the activities of GEA
- Design a PR, communication, and an awareness strategy and an action plan identifying key issues to prioritize as well as sensitization and awareness creation efforts; audiences and stakeholders, channels, tactics, positioning, messages, crisis communication plan, outputs, and activities; communication and outreach tools/channels among others
- Identify, plan, design and implement events that will support GEA based on the review of existing communications / public awareness tools and assessment of their effectiveness
- Develop layout, format, and design all promotional materials and activities agreed as part of the sensitization and public awareness strategy
- Develop a plan to project a positive image and impact
- Coordinate with GEA to organise ad-hoc events to sustain the spotlight
- Develop an inventory of media and public relations professionals / agencies that can be utilized as well as monitor public engagements on the various social media platforms
- Document and report activities highlighting progress, achievements, and success stories
- Design and produce documentaries and promotional and communication materials
- Train GEA PR Team on the elements of the communication strategy, social media management and specialized copywriting
- Travel to the field to learn and capture success stories for dissemination through website, promotional and communication materials, outreach folders and to media
- Monitor press coverage and effectiveness of the communication strategy. Provide feedback to inform ongoing public relations activities and future programmes
- Assist in the preparation of schedules, briefing, and promotional materials

## **4. REPORTS/OUTPUTS/DELIVERABLES /PAYMENT**

The consult will report directly to the direction of the Chief Executive Officer or an appointed staff, Ghana Enterprises Agency. Oversight will also be provided by the Ghana Jobs and Skills Project Coordinating Unit.

The following outputs are expected:

Description of Output	Period after Commencement	Payment (%)			
		Year 1	Year 2	Year 3	Year 4
Detailed workplan that will be monitored by GEA	2 weeks	20	-	-	-
Finalized PR, Communications and Sensitization Strategy and Plan		15	15	15	15
Finalized documentaries, success stories, promotional and communication materials					
Training of GEA PR Team on the elements of the communication strategy, social media management and specialized copywriting		5	5	5	5
<b>Total Percentages</b>		<b>40</b>	<b>20</b>	<b>20</b>	<b>20</b>

## **5. DURATION OF THE ASSIGNMENT**

The period of the assignment is four (4) years, renewable annually, subject to satisfactory performance as judged by formal annual performance evaluations.

## **6. LOCATION OF THE ASSIGNMENT**

The consultant will be based in Accra but shall work across the whole country.

## **7. QUALIFICATION AND STAFF REQUIREMENTS**

This is a national assignment with utmost importance to GEA as such, the consulting firm must prove that they have a solid technical background and operational strength to undertake this work without any hindrances.

In view of this, GEA seeks to hire a reputable consulting firm with a proven track record of successfully conducting similar assignments.

The following are defined as minimum eligibility criteria:

### **Team Leader**

- A degree in a relevant field with at least 5 years' experience in the field of communications and public relations
- Demonstrable experience in the design and implementation of a PR and communications plan, and related instruments in the past 5 years

- Demonstrable experience in the preparation and coordination of a PR, communication, and an awareness/sensitization strategy
- Familiarity with projects in the Micro, Small and Medium Enterprises (MSME) Sector
- Demonstrated ability to work with government / public sector decision-makers and or development partners
- Strong understanding of the Ghanaian communication context
- Designed documentaries, communication, and promotional material for similar assignments
- Excellent written and spoken communication skills in English
- Excellent organizational and time management skills

### **Communications Expert**

- Bachelor's degree in advertising, journalism, communication, social sciences, or any other relevant field
- Excellent communication and facilitation skills
- Proven experience in the development of success stories, documentaries, communication, and other promotional material
- Excellent written and spoken communication skills in English

### **Social Media Expert**

- Bachelor's degree in a related field
- Experience in developing and implementing a social media strategy in the past 3 years
- Excellent written and spoken communication skills in English

## **7. ESTIMATED MAN-MONTHS**

The estimated man-months for the entire assignment is 48 man-months.