

MINISTRY OF COMMUNICATION, TECHNOLOGY AND INNOVATION



REPUBLIC OF SIERRA LEONE

**SIERRA LEONE DIGITAL TRANSFORMATION PROJECT
IDA- E1130-SL**

**Terms of Reference
for
Recruitment of a Media Company for Comprehensive Communication and Visibility
Services for the Sierra Leone Digital Transformation Project (SLDTP)**

SLDTP/001/OTRS/ CS-CQS.

February 2025

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I. Introduction

The Government of Sierra Leone (GoSL) has committed to transforming its economy based on a more inclusive and human-centric digital growth and development approach. A high-level vision for the digital economy is articulated in the new National Digital Development Policy (NDDP), which was approved by the Cabinet in December 2021 setting the GoSL's vision to transform Sierra Leone into an inclusive digital economy and society and to leverage digital technology to support the GoSL to deliver on its national development plan effectively and efficiently. The Sierra Leone Digital Transformation Project (SLDTP) aims to expand access to broadband internet, increase digital skills and improve government capacity to deliver public services digitally. The project will support the development of a strong enabling environment for the nation's digital transformation and digital development agenda as articulated in the National Digital Development Strategy.

II. Project Description

The Sierra Leone Digital Transformation Project (SLDTP)

The Sierra Leone Digital Transformation Project (SLDTP) is a five-year International Development Association (IDA)-funded project supported with a US\$50 million grant. The project's main implementing agency is the Ministry of Communication, Technology, and Innovation (MoCTI). The proposed Project Development Objective (PDO) is to expand access to broadband internet, enhance digital skills and improve government capacity to deliver public services digitally. The SLDTP proposes four integrated and mutually reinforcing components, with a fifth component dedicated to contingent response to future emergencies (*Contingent Emergency Response Component, CERC*).

- Component 1 – Expanding Digital Access and Increasing Resilience of the Digital Environment;
- Component 2 – Digital Skills Development and Innovation
- Component 3 – Laying Key Foundations for Digital Government Services and Systems
- Component 4 – Project Management and Implementation Support; and
- Component 5 – Contingency Emergency Response Component (CERC).

The proposed activities integrated into Components 1, 2, and 3 are designed to support the Government in building resilient and inclusive policies by strengthening its legal and regulatory frameworks, scaling up the citizen-centric digital public service delivery by reinforcing the government portal and relevant Ministries, Departments, and Agencies (MDAs) capacity. By enhancing the service delivery infrastructure and platforms, the project will support ensuring the continuity of public services in times of crisis.

The Project is being implemented by a Project Coordination Unit (PCU) in the MoCTI . The MoCTI is the primary stakeholder of ICT-related policies and is tasked with overseeing the development, review, and implementation of the Government's Technology, Communications and Innovation agenda. The MoCTI facilitates universal, ubiquitous, and cost-effective access to information and communications infrastructure and services throughout the country. Digital infrastructure provides a way for people, businesses, and governments to get online and link with local and global digital services, thus connecting them to the global digital economy. Good and affordable internet connectivity is a critical foundation for a digital economy.

Effective communication is vital to the success of the SLDTP, which aims to expand broadband internet access, enhance digital skills, and improve digital public services. Ensuring that the project's objectives, activities, and milestones are widely communicated will raise public awareness, foster engagement, and empower citizens to participate and benefit from its initiatives. By promoting transparency and accountability, regular updates will build trust among stakeholders, including the government, development partners, and the general public.

A strong communication strategy will also emphasize the project's inclusivity and impact, particularly its focus on empowering underserved groups such as women, youth, and persons with disabilities. Through a combination of digital and traditional media, including a dedicated website, social media platforms, and local media channels, the project will highlight its progress and achievements. Recruiting a professional media company is critical to effectively implementing this strategy, ensuring the SLDTP's vision and impact are celebrated and widely shared.

III. Objectives

The main objective of this assignment is to recruit a professional media company to implement a comprehensive communication strategy for the SLDTP. The media company will ensure that the project's objectives, activities, and milestones are widely visible to stakeholders, fostering public awareness, engagement, and collaboration.

Specific objectives include:

- Enhancing Visibility: Publicize the project's milestones, achievements, and impacts to a broad audience through high-quality and consistent media coverage.
- Driving Engagement: Promote active public participation and collaboration by delivering engaging content on social media, the project website, and local media.
- Promoting Transparency and Accountability: Provide regular updates on the project's progress and achievements to build trust among stakeholders, including government, development partners, and the general public.
- Building a Digital Presence: Develop and maintain a functional, user-friendly, and accessible project website to serve as the primary repository for all project-related information.
- Supporting Inclusivity: Highlight the project's focus on empowering underserved communities, including women, youth, and persons with disabilities.

IV. Scope of Assignment

The media company will be responsible for delivering a range of services under the following key areas:

- Website Development and Maintenance
 - Design, develop, and launch a functional, secure, and user-friendly project website.
 - Regularly update the website with content, including photos, videos, reports, and articles.
 - Ensure the website complies with accessibility standards, including compatibility for persons with disabilities.
- Content Creation
 - Capture high-quality professional photos and videos of project activities, milestones, and events.
 - Produce engaging multimedia content, including:
 - Short video clips for social media.
 - A comprehensive 30-minute documentary highlighting the project's impact.
 - Write and edit compelling articles, blogs, and press releases about the project.

- **Social Media Management**
 - Develop and manage the project’s presence on social media platforms (Instagram, X, and Facebook).
 - Post regular updates, including creative campaigns, photos, and videos, to engage audiences.
 - Respond to public comments and inquiries to build an interactive online community.
- **Media Relations and Engagement**
 - Collaborate with local and national media outlets to ensure coverage of key project milestones.
 - Draft and disseminate press releases to highlight project activities and achievements.
 - Organize and manage media coverage for project events.
- **Monitoring and Reporting**
 - Monitor engagement and performance across all media platforms, including social media and the project website.
 - Provide monthly analytics reports summarizing key metrics, including reach, impressions, and engagement.
 - Submit a final comprehensive report at the end of the contract summarizing all activities, achievements, and recommendations for future communication efforts.
- **Public Visibility Campaigns**
 - Plan and execute communication campaigns to highlight major project milestones.
 - Ensure consistent branding and messaging across all media channels.

V. Reporting, Time Schedules, and Payment Schedules

This consultancy will last for 12 months. The Consultant will regularly report to the SLDTP Project Coordinator. Monthly review meetings will be conducted to evaluate progress and ensure alignment with project goals. Payments will be made on a monthly basis, contingent upon satisfactory completion of deliverables as outlined in the contract.

The deliverables comprise the following:

- Fully functional project website launched and maintained throughout the contract period.
- Professional photos and videos of project activities, including documentaries.
- Monthly updates across social media platforms with high-quality content.
- Regularly published articles, blogs, and press releases.
- Monthly progress reports, including analytics for website and social media performance.

VI. Qualification and Experience of Consultant

Consulting Firm’s Requirements:

The consulting firm to be recruited is a professional media company with proven expertise in strategic communication, media production, and public engagement. The firm should have capabilities in website development, high-quality content creation (photography, videography, and writing), social media management, and media relations. The firm must produce engaging content to highlight project milestones, ensuring public visibility through digital platforms,

local media, and public campaigns. A focus on inclusivity, accessibility, and stakeholder engagement across diverse audiences is essential.

Team Composition Requirements:

The assignment calls for the following technical expertise qualifications, skills, and experience:

Key Position	Experience	Qualifications
Team Lead (Project Manager)	<p>Minimum of 7 years of experience in managing communication or media-related projects.</p> <p>Proven track record in delivering large-scale communication campaigns for development projects or organizations.</p> <p>Experience in managing diverse teams and ensuring timely delivery of outputs.</p>	<p>Bachelor's degree in Communications, Public Relations, Media Studies, or related field.</p> <p>Strong leadership, organizational, and project management skills.</p> <p>Excellent communication and client relationship management skills.</p>
Website Developer	<p>Minimum of 5 years of experience in website design, development, and maintenance.</p> <p>Proven experience in creating user-friendly, secure, and accessible websites.</p> <p>Familiarity with website optimization, analytics, and content management systems (e.g., WordPress).</p>	<p>Bachelor's degree in Computer Science, Information Technology, or related field.</p> <p>Expertise in web development languages (e.g., HTML, CSS, JavaScript).</p> <p>Knowledge of website accessibility standards and compatibility requirements.</p>
Content Creator/Writer	<p>Minimum of 5 years of experience in writing and editing for media, development projects, or corporate communications.</p> <p>Proven ability to write compelling articles, blogs, and press releases for diverse audiences.</p> <p>Experience working on campaigns targeting inclusivity and community engagement.</p>	<p>Bachelor's degree in Journalism, English, Communications, or related field.</p> <p>Excellent writing, storytelling, and editing skills.</p> <p>Knowledge of Sierra Leone's social, cultural, and media landscape is an advantage.</p>
Photographer/Videographer	<p>Minimum of 5 years of experience in professional photography and videography.</p> <p>Proven experience capturing high-quality images and videos for communication campaigns.</p>	<p>Diploma or certification in Photography, Videography, or related field.</p> <p>Proficiency in using professional camera equipment and editing software (e.g., Adobe Premiere, Final Cut Pro).</p> <p>Strong creative vision and attention to detail.</p>

	Experience in producing short clips and documentaries for development projects or organizations.	
Graphic Designer	<p>Minimum of 4 years of experience in graphic design for media or marketing purposes.</p> <p>Proven ability to create visually compelling designs for digital and print media.</p> <p>Experience working with development organizations or similar projects is an advantage.</p>	<p>Bachelor's degree or certification in Graphic Design or related field.</p> <p>Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).</p> <p>Ability to adapt designs for different platforms and formats.</p>
Media Relations Specialist	<p>Minimum of 5 years of experience in public relations or media engagement.</p> <p>Proven network and experience working with local and national media outlets.</p> <p>Experience organizing press events and drafting press releases.</p>	<p>Bachelor's degree in Public Relations, Communications, or related field.</p> <p>Excellent interpersonal and negotiation skills.</p> <p>Strong understanding of Sierra Leone's media landscape.</p>

VII. Facilities Data and Information to be Provided by Client

The firm shall provide all the administrative, technical professional and support staff needed to carry out the assignment efficiently. The Consultant shall also be responsible for providing all other necessary facilities and logistical support for its staff/teams, including accommodation, vehicles/transportation, office equipment, communications, utilities, office supplies and other miscellaneous requirements wherever applicable to render their services. The Consultant shall make himself available for regular meetings with the PCU and MoCTI teams.

VIII. Working Language

The working language for the consultancy service shall be English.

IX. Conflict of Interest

The successful consulting firm shall declare any conflict of interest, especially if any or all of the consultants is/are currently carrying out consultancy work for other stakeholders.

X. Confidentiality of Information

The firm shall protect the confidentiality of the data or information received to conduct this assignment and shall sign a confidentiality agreement with MoCTI. No data, information, or deliverables from this assignment will be released to third parties without the written approval of MoCTI. The Consultant shall surrender all data and other materials to the Ministry and the PCU and shall not retain any information or materials after the closure of the assignment.

