



Government of Sierra Leone

Ministry of Basic and Senior Secondary Education

Revitalizing Education Development in Sierra Leone (REDiSL) Project

REQUEST FOR EXPRESSIONS OF INTEREST

FOR

THE PROVISION OF CONSULTANCY SERVICES FOR THE DEVELOPMENT OF A COMMUNICATIONS STRATEGY AND TOOLS FOR THE PERFORMANCE BASED SCHOOL GRANTS PROGRAM

PACKAGE NUMBER: SL-MEST-82542-CS-CQS

ISSUANCE DATE: NOVEMBER 2, 2018

1. Background

The Ministry of Education is currently implementing the performance based school grants program with financial support from the World Bank under the Additional Finance window. The additional finance will support the implementation of the school grants program in eight pilot Local Councils of Kenema, Pujehun, Tonkolili, Kambia, Koinadugu, Falaba, Karene and Kono.

The fundamental feature of the Performance based School Grants (PbSG) program is that schools receive school grants based on the level of achievement of selected indicators. These indicators have been identified as key contributors to school effectiveness. The indicators include student attendance, reading proficiency, teacher compliance to provide standards of practice, quality of infrastructure, school management practices, etc.

The Performance –based School Grants program is a new critical area of intervention for the Ministry of Basic and Senior Secondary Education that needs strengthening in terms of institutional capacity-building, development of training materials and delivery through multiple channels that reach the targeted beneficiaries and relevant stakeholders wherever they are. The schools, parents, local authorities as well as other key stakeholders need to be aware of the key features of the program including the performance indicators.

As part of this effort, the ministry requires the services of a highly qualified and experienced consultancy firm, with strengths in the development of mass media campaigns- especially those in education and communication materials and programs.

2. Scope of the Assignment

- i. Develop a communication strategy and implementation plan aimed at promoting awareness and knowledge of the Performance based School Grants program, based on a sound audience analysis.¹ The Communication Strategy should include but not restricted to the following principal elements:

¹ The PBF communications campaign need to reach multiple audiences so the audience analysis need to take into account which audiences is the PBF communications trying to target and what are their defining traits, what kind of messaging and

- Awareness creation / Social Mobilization on the objectives and key features of the PBF program (including performance criteria, disbursement cycle, etc.); co-responsibilities of schools, teachers, parents, communities, local administrations, and school management committees/boards of governors, etc.; information on registration and handling of complaints/grievances, etc.
 - Specification of appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media such as SMS platforms, among others, to effectively communicate key messages to specific stakeholders
 - Costed implementation plan with timelines, budget breakdown, responsible parties, etc. The implementation plan should seek to leverage existing platforms in the government and/or through building synergies with other programs.
- ii. Develop, pre-test and finalize broad and audience-specific key messages and tools (e.g. jingles, posters, brochures/flyers, website/web portal etc.), with appropriate means of transmission at the district levels

3. Deliverables

- i. Inception plan
- ii. A communication strategy with accompanying costed implementation plan
- iii. A set of attractive, easy to understand and attention-grabbing communication tools and messages, including but not restricted to the following:
 - Logo and tagline/slogan
 - Printing of 3,000 stickers with logo and tagline
 - 2 jingles of duration 3 minutes each in Krio
 - Wall Posters
 - A set of 3 posters in English on program description and process flow (18"x24") – 2,000
 - Printing of 2,000 sets of posters
 - A set of 1 poster in English on co-responsibilities of various stakeholders (18"x24")
 - Printing of 2,000 sets of posters
 - A 4-page Brochure including FAQs in English
 - Printing of 18,000 brochures
 - Development of byte-sized SMS messages
 - Development of a website/web portal for the PBF program connected to an interactive database application. The website/portal should be integrated with the ministry's website.
 - Training and initial support to the IT office and PBF in the ministry on content upgrading and maintenance of the website/web portal

4. Relevant Qualifications

Qualified firms/agencies (or group/association of firms) are invited to express their interest in providing the above services. Interested firms/agencies must provide information indicating that they are qualified to perform the service (description of similar assignments, experience in similar conditions, and availability of appropriate skills etc.).

The EOI will be evaluated on the basis of the following:

content should be used for specific audiences, what types of communications approaches will generate the most engagement with these different audiences, etc.

- The firm has sufficient organizational capacity to carry out the activities, as demonstrated by the organizational structure and financial report/statement from the previous 2 years. (10%)
- The firm has 3 years of practical, proven experience in doing media & communications for high profile clients (e.g. multinationals, large corporations, public sector, INGOs, and/or donors) in Sierra Leone (20%).
- The firm has a portfolio of at least 2 previous assignments in the last 5 years where they have developed and delivered communications strategies/plans and tools (e.g. jingles, brochures, and/or posters) in a development context in Sierra Leone (25%)
- The firm should be able to mobilize qualified personnel, including a core team comprising of a (1) Communications Specialist/Team leader, and (2) Graphics Designer, (3) Website Manager, having at least the qualifications and experiences given below (45%):
 - Communications Specialist/Team Leader having at least Bachelor's degree in any of the social sciences or humanities (Master's preferred), and at least 5 years of experience leading/ designing communications for development initiatives. Strong experience in design and development of strategic communications plans and communications tools for mass media campaigns. Working knowledge of computer systems and any interactive digital media applications and platforms. Knowledge of Sierra Leone context is required (15%).
 - Graphics Designer having at least 5 years of experience in graphics design. A certificate/diploma in graphics design is not required but highly preferred. Proven ability to design attractive posters with easy to understand and attractive illustrations (15%).
 - Website Manager having at least 5 years of experience in digital content management. Proven ability to develop websites with user interactive database applications to filter, extract and display information/data/graphics for selected fields. Experience in website maintenance is a must. A certificate/diploma in IT/web design in not required but highly preferred (15%).

5. Association

Prospective consulting firm (s) may associate to enhance their qualification, but should mention whether the association is in the form of either "joint venture or sub-consultancy". In the case of a " joint venture " all members of such "association" should have real and well defined inputs to the assignments, and is preferable to limit the total number of firms included in the associates to a number of two (2).

6. Selection Procedure

The consulting firm(s) will be selected in accordance with procedures set out in the World Bank' s Guidelines, Selection and Employment of Consultants under IBRD loans and IDA Credits & Grants by World Bank Borrowers January ,2011, revised July, 2014 (Consultant Guidelines).

7. Timeframe of Services

The duration of the Consultancy Services is two months, starting 15th January – 15th March 2019, and may be renewed if there is further need and upon satisfactory performance.

8. Further Information

Further details should be obtained from the Project Coordinator, REDiSL, Planning Directorate Building, Ministry of Basic and Senior Secondary Education, New England Ville, Freetown, Sierra Leone from whom background documents and detailed Terms of Reference (ToRs) are also available.

9. Submission Date

The Ministry of Basic and Senior Secondary Education now invites firms/agencies to submit an Expression of Interest (EOI) for the above services. Interested firms/agencies must provide information indicating that they are qualified to perform the services (CV indicating qualifications and experience of the key staff personnel, firms/agencies experience and evidence of its organizational capacity to undertake the assignment). EOI must be delivered to the Procurement Specialist, REDiSL, Basic Education Secretariat, Ministry of Basic and Senior Secondary Education, Freetown, Sierra Leone, email address: **redislprocurement@gmail.com** by **NOVEMBER 16, 2018 at 4:30 PM** in both hard and soft copies. The envelope must be clearly marked **“EOI FOR CONSULTANCY SERVICES FOR THE DEVELOPMENT OF A COMMUNICATIONS STRATEGY AND TOOLS FOR THE PERFORMANCE BASED SCHOOL GRANTS PROGRAM.”**

10. Right to Select/Reject

The procuring entity has the right to accept or reject all EOIs.