



**REPUBLIC OF LIBERIA  
MINISTRY OF YOUTH AND SPORTS  
SAMUEL K. DOE SPORTS COMPLEX  
PAYNESVILLE, LIBERIA**

**REQUEST FOR EXPRESSIONS OF INTEREST FOR COMMUNICATION  
CONSULTING SERVICES**

**YOUTH OPPORTUNITIES PROJECT (YOP)**

**ASSIGNMENT TITLE: COMMUNICATION SERVICES**

**PROJECT # P146827 CREDIT NO: 5621-LR  
REFERENCE NO: MYS/WB YOP/IC/013/16**

**Background**

The Government of Liberia, with support from the World Bank, is implementing a Youth Opportunities Project (YOP). The project development objective is to improve access to income generation opportunities for targeted youth and strengthen the Government's capacity to implement its cash transfer program. The project is implemented by the Ministry of Youth and Sports (MYS); Ministry of Gender, Children and Social Protection (MGCSP); and the Liberia Agency for Community Empowerment (LACE). The project intends to apply part of the proceeds to procure the service of a Communication Firm. **Liberian firms are encouraged to express interest.**

The Ministry of Youth and Sports invites eligible consulting firms to indicate their interest in providing the Services. Interested consultants firms must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may constitute joint-ventures to enhance their chances of qualification.

**The short listing criteria are:**

- a. A minimum of **(5) five years** of professional experience in development and implementation of public information campaigns, public relations, journalism, marketing or related fields;

- b. The firm must have qualified staff in the field of assignment and broadcast media, graphics and creative design and, branding compliance experiences;
- c. Capability and proven experience in crafting and implementing advocacy strategies;
- d. This communication support is designed to help the Government of Liberia address the concerns of numerous interested stakeholders and people directly affected by the project in an open and transparent manner and to help develop a two-way feed-back mechanism and assist them in engaging in the dialogue with concerned stakeholders.
- e. The firm must have experience in designing comic strips and other visual products to be used in developing subproject news, letters, brochures, banners, flip charts, posters, identification of appropriate channels, messages to reach various stakeholders, support in the development and management of an interactive website.

The attention of interested Consulting Firms is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers [July 2014] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. A Consulting firm will be selected based on Consultants' Least-Cost Selection (LCS) method set out in the World Bank Guidelines for recruiting consultant firms.

Further information can be obtained at the address below during office hours **9:00 a.m. to 4:00 p.m. Monday to Friday.**

**Expressions of interest must be received by e-mail at [mysyop@gmail.com](mailto:mysyop@gmail.com) or in hard copy to the address below no later than Tuesday, September 26, 2017, at 10:00 am Local time.**

Youth Opportunities Project (YOP)

Attn: Jesse H. Bengu/National Coordinator

Executive Mansion Grounds-located in LACE office building

Monrovia, Liberia,

Tel: 00231880649622

**E-mail:** [jbengu@gmail.com](mailto:jbengu@gmail.com)/[jerryzangar@yahoo.com](mailto:jerryzangar@yahoo.com)/[kennethgeyi@gmail.com](mailto:kennethgeyi@gmail.com)