



Rural and Renewable Energy Agency

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Liberia Electricity Sector Strengthening and Access Project (LESSAP)

Project ID: P173416

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – INDIVIDUAL SELECTION)

Issue date: May 26, 2025

Closing date: June 9, 2025

Consultancy Services for **Communication Officer**
Contract Reference No: **LR-RREA-486869-CS-INDV**

1. Background

The Rural and Renewable Energy Agency (RREA) is an autonomous agency of the Government of Liberia, established in 2010 and legislated in 2015. Its mandate is to facilitate and accelerate the economic transformation of rural Liberia by promoting the development and supply of modern energy products and services, with a focus on locally available renewable resources.

Liberia's National Electrification Strategy (NES) aims to achieve universal electricity access by 2030, with a target of 75% access by 2030. The strategy outlines a combination of grid expansion, mini-grids, and stand-alone solar systems to achieve these goals.

Under the World Bank-financed LESSAP II, RREA is implementing initiatives to electrify public health and education facilities, deploy solar home systems for households and off-grid productive uses, and pilot private sector-led mini-grids. These efforts are aligned with Liberia's medium-term development plan and contribute to the government's target of reaching universal access to electricity by 2030.

With the financing from the World Bank, toward the cost of Liberia Electricity Sector and Strengthening Access Project (LESSAP), RREA intends to apply part of the proceeds for consulting services for Project Coordinator.

2. Objective of the Assignment

The objective of the assignment is to engage a Communication Officer who will develop and implement strategic communication initiatives to enhance the visibility, outreach, advocacy, and stakeholder engagement of the Liberia Renewable Energy Access Project (LIRENAP) and the Liberia Electricity Sector Strengthening and Access Projects (LESSAP 1 and 2), both implemented by the Rural and Renewable Energy Agency (RREA).

The Communication Officer will be responsible for designing and executing innovative communication strategies that effectively convey the objectives, achievements, and

benefits of these projects to government agencies, development partners, private sector actors, local communities, and the general public. The role will support internal and external communication efforts across key RREA units, including Programs, Administration and Finance, Procurement, and the Office of the Executive Director, ensuring that project information is accurate, timely, and aligned with RREA's institutional goals.

3. Scope of the Assignment

Under the supervision of the Executive Director, the Communication Officer will:

- Design and implement innovative communication strategies to promote LIRENAP and LESSAP, ensuring that project benefits and objectives are effectively conveyed to stakeholders.
- Develop and manage traditional and digital media content, including press releases, newsletters, website updates, social media campaigns, and public service announcements.
- Create and maintain a comprehensive communication plan, aligning with RREA's broader institutional goals.
- Ensure gender-responsive communication by developing messages and materials that promote inclusive participation, particularly for women, youth, and marginalized communities.
- Facilitate community engagement programs to enhance public understanding and participation in project activities.
- Organize stakeholder forums, press briefings, and public consultations to provide updates on project progress and address public concerns.
- Develop and disseminate informational materials such as brochures, fact sheets, and reports to keep stakeholders informed.
- Collaborate with government agencies, donor organizations, and civil society groups to develop advocacy materials supporting renewable energy policies, regulatory frameworks, and investment incentives.
- Support internal communication across Programs, Administration and Finance, Procurement, and the Office of the Executive Director, ensuring that key project updates are effectively shared.
- Develop internal reporting frameworks to enhance information flow between RREA's technical, financial, and executive teams.

4. Qualifications, Experience, and Competencies



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- A bachelor's degree in mass communication, Public Relations, Journalism, Marketing, International Relations, Development Communication, or a related field. A Master's degree in a relevant field is an advantage.

Professional Experience

- At least 7 years of experience in communication, public relations, stakeholder engagement, or corporate communications, preferably in the energy, infrastructure, or development sector.
- Proven experience in developing and implementing strategic communication plans for large-scale projects, preferably those funded by international development partners such as the World Bank, AfDB, or USAID.
- Strong background in media relations, public outreach, and digital communication, including the use of social media platforms, websites, and multimedia content creation.
- Demonstrated ability to develop advocacy materials for policy engagement and public awareness campaigns.
- Prior experience in crisis communication and reputation management, including responding to public concerns and misinformation.
- Excellent verbal and written communication skills in English, with the ability to draft press releases, reports, newsletters, and communication materials tailored to diverse audiences.
- Proficiency in graphic design, content management systems (CMS), and social media analytics tools is an added advantage.
- Strong interpersonal and negotiation skills, with the ability to engage stakeholders at all levels, including government agencies, donors, private sector actors, and local communities.
- Knowledge of environmental and social safeguards in infrastructure projects is desirable.

5. Location and Reporting Line

The LESSAP and LIRENAP Communication Officer will be based at the office of RREA in Monrovia, Liberia, but is expected to travel periodically to the project sites and other locations in rural Liberia. The Consultant will report to the **Executive Director** of the Rural and Renewable Energy Agency (RREA) or his or her designate.

6. Duration

This is a time-based contract for a period of two years with the possibility of extension based on performance.

The attention of interested individual Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" dated July 2016, revised November 2017, and August 2018, November 2020 and September 2023 and revised in February 2025, setting forth the World Bank's policy on conflict of interest. Please refer to paragraph 3.17 of the Procurement Regulations on conflict of interest related to this assignment which is available on the Bank's website at <http://projectsbeta.worldbank.org/en/projects-operations/products-and-services/brief/>

Interested individual will be selected in accordance with the Individual Consultant Selection (ICS) method set out in the Procurement Regulations.

Further information and the detailed Terms of Reference (TOR) for the assignment can be obtained electronically at the following email addresses and Website, from Mondays to Fridays, from 0900 to 1600 hours GMT:

Email: info@rrealiberia.org Website: www.rrealiberia.org

Expression of Interest; clearly marked **Consultant for Communication Officer**, must be delivered through an email to the address below on or before **4:00 p.m.** Local Time, on **June 9, 2025**.

Only shortlisted candidates will be contacted.

Attn: Executive Director

Rural and Renewable Energy Agency

LEC Sub-station, Newport Street

1000 Monrovia 10, Liberia

Email: samueln@rrealiberia.org

Electronic submission should also be copied to the following addresses:

info@rrealiberia.org; stephenp@rrealiberia.org; augustinem@rrealiberia.org,
tenniej@rrealiberia.org; dehkonteew@rrealiberia.org



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Terms of Reference (ToR)

Communication Officer

World Bank-Funded Projects under RREA (LESSAP 1 & 2 and LIRENAP)

1. Background

The Rural and Renewable Energy Agency (RREA) plays a pivotal role in advancing Liberia's energy sector, leading transformative projects funded by the World Bank, including the Liberia Renewable Energy Access Project (LIRENAP) and the Liberia Electricity Sector Strengthening and Access Projects (LESSAP 1 and 2). These initiatives are strategically designed to expand energy access, promote renewable energy adoption, and uphold environmental and social sustainability in alignment with national policies and international development goals.

Under LIRENAP, the focus is on enhancing energy access in rural and underserved areas of Liberia. Key activities include the environmentally sound decommissioning of the Kaiha hydropower plant, ensuring compliance with regulatory standards and ecosystem protection. The project also involves the installation of solar photovoltaic (PV) systems, the construction of diesel generators to enhance energy reliability, and the development of a 33/0.4kV Medium Voltage (MV) and Low Voltage (LV) distribution network covering 348 kilometers in Lofa County. These interventions aim to deliver sustainable energy solutions, drive economic growth, and improve the quality of life for local communities.

LESSAP 1 focuses on increasing energy accessibility and enhancing efficiency in Liberia's electricity sector. This includes the installation of streetlights in urban areas across three counties to improve public safety and boost economic activity, as well as the electrification of approximately 300 healthcare facilities, ensuring uninterrupted power supply for critical services. Additionally, LESSAP 1 integrates Result-Based Financing (RBF) mechanisms to incentivize sustainable energy adoption and encourage private-sector participation in renewable energy development.

Building upon these achievements, LESSAP 2 introduces additional components, including the development of mini-grids to serve remote and underserved communities. These mini-grids aim to bridge the energy access gap by providing localized, cost-effective solutions tailored to the needs of rural populations. LESSAP 2 also expands healthcare electrification efforts and further scales up RBF mechanisms to enhance the sustainability and impact of renewable energy investments.

The success of LIRENAP and LESSAP depends on strict adherence to the World Bank's Environmental and Social Framework (ESF), which establishes comprehensive environmental risk mitigation and social safeguard standards. Core Operational Policies (OPs), including OP 4.01 (Environmental Assessment) and OP 4.04 (Natural Habitats), along with Liberia's Environmental Protection and Management Law (2003), form the

regulatory foundation for ensuring that these projects are implemented sustainably and inclusively.

To support the implementation of these initiatives, RREA is engaging a Communication Officer to provide strategic communication support across Programs, Administration and Finance, Procurement, and the Office of the Executive Director. The Communication Officer will play a key role in developing and executing innovative communication strategies that promote the benefits, objectives, and achievements of LIRENAP and LESSAP, ensuring that project information is effectively communicated to key stakeholders.

This role will involve designing and implementing strategic outreach initiatives, managing internal and external communications, and coordinating stakeholder engagement efforts through press releases, social media campaigns, newsletters, and community outreach programs. The officer will also be responsible for crisis communication planning, ensuring that accurate and timely responses are provided in cases of public concerns, procurement-related inquiries, or project delays.

Additionally, the Communication Officer will facilitate institutional coordination by developing internal reporting frameworks to enhance information flow between RREA's technical, financial, and executive teams, ensuring alignment on project priorities and progress.

By strengthening communication efforts across all RREA units, the Communication Officer will enhance project visibility, public awareness, and stakeholder engagement, ultimately contributing to the successful execution of RREA's initiatives and advancing Liberia's progress toward universal energy access and sustainable development.

2. Objective

The objective of this Terms of Reference (TOR) is to engage a Communication Officer who will develop and implement strategic communication initiatives to enhance the visibility, outreach, advocacy, and stakeholder engagement of the Liberia Renewable Energy Access Project (LIRENAP) and the Liberia Electricity Sector Strengthening and Access Projects (LESSAP 1 and 2), both implemented by the Rural and Renewable Energy Agency (RREA).

The Communication Officer will be responsible for designing and executing innovative communication strategies that effectively convey the objectives, achievements, and benefits of these projects to government agencies, development partners, private sector actors, local communities, and the general public. The role will support internal and external communication efforts across key RREA units, including Programs, Administration and Finance, Procurement, and the Office of the Executive Director, ensuring that project information is accurate, timely, and aligned with RREA's institutional goals.

The officer will work to raise public awareness, advocate for energy sector reforms, and enhance public engagement, ensuring community ownership and stakeholder alignment in project implementation. This will be achieved through traditional and digital media platforms, including press releases, social media, newsletters, public forums, and community outreach initiatives.

Additionally, the role will include identifying and addressing communication risks, such as public misinformation, stakeholder concerns, and resistance to project activities, ensuring proactive and



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transparent engagement. The Communication Officer will also develop key performance indicators (KPIs) and impact assessment tools to evaluate the effectiveness of communication initiatives, ensuring that outreach efforts are measurable, responsive, and adaptable.

Through these efforts, the Communication Officer will strengthen RREA's communication framework, foster transparency, and enhance public support for energy sector initiatives that contribute to Liberia's progress toward universal energy access and sustainable development.

3. Scope of Work

Under the supervision of the Executive Director, the Communication Officer will:

- Design and implement innovative communication strategies to promote LIRENAP and LESSAP, ensuring that project benefits and objectives are effectively conveyed to stakeholders.
- Develop and manage traditional and digital media content, including press releases, newsletters, website updates, social media campaigns, and public service announcements.
- Create and maintain a comprehensive communication plan, aligning with RREA's broader institutional goals.
- Ensure gender-responsive communication by developing messages and materials that promote inclusive participation, particularly for women, youth, and marginalized communities.
- Facilitate community engagement programs to enhance public understanding and participation in project activities.
- Organize stakeholder forums, press briefings, and public consultations to provide updates on project progress and address public concerns.
- Develop and disseminate informational materials such as brochures, fact sheets, and reports to keep stakeholders informed.
- Collaborate with government agencies, donor organizations, and civil society groups to develop advocacy materials supporting renewable energy policies, regulatory frameworks, and investment incentives.
- Support internal communication across Programs, Administration and Finance, Procurement, and the Office of the Executive Director, ensuring that key project updates are effectively shared.
- Develop internal reporting frameworks to enhance information flow between RREA's technical, financial, and executive teams.
- Assist in drafting and reviewing official correspondence, reports, and presentations related to project communications.
- Organize training sessions and capacity-building workshops for RREA staff and field teams on effective communication, media engagement, and stakeholder outreach strategies.

- Identify and address potential communication risks, including public misinformation, project-related concerns, and resistance to project activities.
- Develop and implement crisis communication strategies, ensuring timely and accurate responses to emerging issues.
- Act as a liaison between RREA and media outlets to ensure transparent and fact-based reporting on project activities.
- Develop and manage a comprehensive social media strategy, utilizing platforms such as Facebook, Twitter, LinkedIn, and YouTube to enhance real-time project updates and interactive public engagement.
- Monitor and analyze social media trends, ensuring effective audience engagement and adaptive messaging.
- Establish Key Performance Indicators (KPIs) to measure the effectiveness of communication strategies.
- Conduct periodic assessments and feedback collection to evaluate public perception and engagement levels.
- Prepare regular reports on communication performance, providing recommendations for continuous improvement.

Through these responsibilities, the Communication Officer will enhance project visibility, strengthen stakeholder trust, and ensure transparent and effective communication, contributing to the successful implementation of RREA's energy sector initiatives.

4. Deliverables and Submission Timelines

Here is the updated deliverables and submission timelines in text format:

Deliverable	Description	Submission Timeline
2. Communication Strategy and Implementation Plan	• Develop a comprehensive communication strategy outlining key objectives, target audiences, messaging, communication channels, and engagement approaches.	• Within 60 days of contract signing, updated annually
3. Stakeholder Engagement and Outreach Reports	• Document stakeholder meetings, public consultations, media engagements, and outreach initiatives.	• Quarterly throughout the contract period
4. Press Releases, Newsletters, and Public Announcements	• Prepare and disseminate project updates, success stories, and key milestones through press releases, newsletters, and media statements.	• Monthly or as required based on project developments



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5. Social Media and Digital Media Reports	Manage social media content, track engagement metrics, and provide analytical reports on audience reach and impact.	Bi-monthly throughout the contract period
6. Crisis Communication and Risk Mitigation Reports	Develop and submit reports on public concerns, misinformation challenges, and crisis response measures implemented.	As needed, within 7 days of any major communication crisis
7. Internal Communication and Institutional Coordination Reports	Provide structured updates on internal communication effectiveness, interdepartmental collaboration, and information flow within RREA.	Quarterly throughout the contract period
8. Training and Capacity-Building Reports	Document training sessions and workshops conducted for RREA staff and stakeholders on communication best practices, media engagement, and stakeholder relations.	Within 14 days after each training session
9. Monitoring and Evaluation Reports on Communication Impact	Assess the effectiveness of communication efforts through key performance indicators (KPIs), stakeholder feedback, and impact analysis.	Semi-annual throughout the contract period
10. Annual Project Communication Report	Compile a comprehensive report summarizing all communication activities, successes, challenges, and recommendations for continuous improvement.	Annually at the end of each year

5. Duration of Assignment

The assignment will last for 12 months, with the potential for extension based on performance and project needs.

6. Qualifications and Experience

Qualification and Experience:

- A bachelor's degree in mass communication, Public Relations, Journalism, Marketing, International Relations, Development Communication, or a related field. A Master's degree in a relevant field is an advantage.

Professional Experience

- At least 7 years of experience in communication, public relations, stakeholder engagement, or corporate communications, preferably in the energy, infrastructure, or development sector.
- Proven experience in developing and implementing strategic communication plans for large-scale projects, preferably those funded by international development partners such as the World Bank, AfDB, or USAID.
- Strong background in media relations, public outreach, and digital communication, including the use of social media platforms, websites, and multimedia content creation.
- Demonstrated ability to develop advocacy materials for policy engagement and public awareness campaigns.
- Prior experience in crisis communication and reputation management, including responding to public concerns and misinformation.
- Technical Skills and Competencies
- Excellent verbal and written communication skills in English, with the ability to draft press releases, reports, newsletters, and communication materials tailored to diverse audiences.
- Proficiency in graphic design, content management systems (CMS), and social media analytics tools is an added advantage.
- Strong interpersonal and negotiation skills, with the ability to engage stakeholders at all levels, including government agencies, donors, private sector actors, and local communities.
- Knowledge of environmental and social safeguards in infrastructure projects is desirable.
- Ability to work independently and collaboratively within a multidisciplinary team.

7. RREA's Support and Resources

RREA will provide the following resources and support to facilitate the effective performance of the Communication Officer:

- Office Space within RREA's premises, equipped with necessary furniture and utilities.
- Computer and IT Support, including access to relevant software, internet connectivity, and communication tools required for daily operations.
- Official Email Account for professional correspondence and access to RREA's internal communication platforms.
- Printing and Reproduction Facilities for preparing reports, newsletters, and outreach materials.
- Access to Project Information and Documentation, including reports, stakeholder databases, and communication archives.
- Administrative Support, including assistance with scheduling meetings, coordinating logistics for stakeholder engagements, and organizing communication-related events.



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- Travel and Transport Support for official assignments, including stakeholder engagement activities, community outreach, and field visits.
- Training and Capacity-Building Opportunities related to communication, media engagement, and project management, as necessary.