



## Statement of Work for a Communications Consultant USAID/Guinea

### Purpose

USAID/Guinea seeks a Communications Consultant to update and revitalize the Mission's public-facing communications materials, update the Mission's communications strategies, and craft public messages appropriate for traditional and social media for the Mission's technical teams.

### Background

USAID/Guinea is composed of two operating units: Guinea and Sierra Leone. Both operating units implement development activities in health, democracy and governance, and economic growth. Consistent with USAID policy, the Mission maintains an internal and external website for both operating units as well as facebook and twitter accounts. Public messaging of USAID priorities, activities, and successes is an integral part of USAID engagement, whether it's through websites, social media, traditional media, success stories, country profiles, or fact sheets.

In this context, the Mission seeks a communications consultant to update all public facing materials for both operating units and to provide expert guidance on fresh approaches to communicating USAID/Guinea's message. The Mission seeks a consultant able to work closely with technical teams to elicit the essence of their activities and translate highly technical information into interesting and accessible content for the Guinean, Sierra Leonean, and American public, in English and in French, while complying with USAID policies on public communications.

### Objectives

The consultant will accomplish the following objectives:

- Update the Mission's public facing materials and websites
- Create a repository of content for technical teams
- Update the communications strategies for both Guinea and Sierra Leone

The consultant will report to the Mission's Supervisory Program Officer (or delegate), and work closely with the Communications Assistant in the Conakry office. Central to the consultant's task will be to share knowledge and communications expertise with the Communications Assistant and technical teams. The total period of performance is expected to last a maximum of 65 days, with flexible daily hours, to be finalized in consultation with the Program Office. The consultant must have their own computer and internet access and be able to work remotely and in the Conakry office.

## **Proposed Activities**

### **Task I: Update the Mission’s public facing materials and websites (approximately 20 days)**

The Mission will provide the consultant with a list of activity fact sheets and country profiles to draft or update. The consultant will familiarize him/herself with USAID communications policies and guidance and update all requested materials using simple and engaging language that is appropriate for local and American audiences. The consultant will work closely with technical teams and Program Office staff to obtain appropriate information for the fact sheets and country profiles. The consultant will translate content produced for Guinea into French in collaboration with the Communications Assistant.

The consultant will also work with the Communications Assistant to update the Mission’s internal and external websites, ensuring that content complies with USAID guidelines and is presented in an inviting and easy to digest format.

### **Task II: Create a repository of content for technical teams (approximately 25 days)**

The consultant will work with the Mission’s health, governance, and economic growth teams in both operating units to create off-the-shelf “elevator speeches” for their activities, which distill technical information into jargon-free, clear, and simple sound bytes that are memorable and easy to understand. The consultant will also craft sample social media content for each team and develop success stories for selected activities. These tasks will be performed in close consultation with technical teams and the Program Office.

### **Task III: Update the communications strategies for both Guinea and Sierra Leone (approximately 20 days)**

The consultant will work closely with the Communications Assistant to update the communications strategies for Guinea and Sierra Leone. The strategies will articulate how the Mission will increase its visibility in both countries, identify key messages to disseminate, target audiences to engage, as well as tools and tactics that will successfully get USAID’s message across. The Mission is particularly interested in the consultant’s advice on creative approaches to convey USAID’s message on local radio, video and other media platforms, that are impactful and appropriate for local audiences.

## **Evaluation Factors**

Applicants will be evaluated according to the following criteria:

- Bachelor’s degree in a communications-related field or in social sciences.
- Experience in public communications, social media, and writing.
- High proficiency in English and working-level French.
- Review of writing samples.

Short-listed candidates will be interviewed and provided a written test during the interview.

### **Application Instructions**

Interested candidates should submit a CV, a letter of interest, and 2-3 samples that showcase their experience. Links to online resources are welcome. All materials should be sent to Ifeoma Ezeh, Supervisory Executive Officer at [iezeh@usaid.gov](mailto:iezeh@usaid.gov) by COB July 12, 2022. USAID/Guinea will contact short-listed candidates.