



# Republic of Liberia

## Ministry of Youth and Sports

Samuel K. Doe Sports Complex  
Paynesville, Liberia

### VACANCY ANNOUNCEMENT

**YOUTH OPPORTUNITIES PROJECT (YOP) ID #:P146827 –CN#:5621-LR**

#### **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 5-year project comprises of four major components namely: i) Pre-employment Social Support and Household Enterprises for Urban Youth; ii) Productive Public Works and Life Skills Support; iii) Capacity and Systems Building for Cash Transfer; and iv) Project Implementation and Coordination.

The project is being implemented by the Ministry of Youth and Sports (MYS), and the Liberia Agency for Community Empowerment (LACE). The Ministry of Youth and Sports is responsible for overall coordination of the Project. As such, the MYS has set up a Program Management Team (PMT) that will coordinate implementation of all its program activities. The Ministry therefore wishes to fill the following position:

#### **POSITION: Communications Officer**

**Location:** Monrovia, Liberia

**Duration:** This assignment is for 12 months with possibility for extension subject to satisfactory performance.

#### **Objective of the assignment:**

The objective of this assignment is to oversee the effective internal and external dissemination of project information in accordance with the project communications strategy.

#### **Duties and Responsibilities**

Specifically, the Communications Officer will perform the following:

- Oversee/supervise the design and production of a National Public Information Campaign, and associated materials (advertisements, radio and TV infomercials, etc.) for the project.
- Collaborate with all stakeholders to develop and implement a good internal and external communications strategy.
- Provide technical advice and support to the PMT and implementing partners in planning and developing relevant information and communications products.
- Provide input to all major project documents, including strategies, donor reports and other technical documents, to ensure they are well written and clearly communicating project messages.
- Support the M&E/MIS Officer to finalize integrated project reports (quarterly, annual).
- Oversee the design and editorial content of the project website, ensuring that content is regularly updated and promoted.

- Establish the guidelines for the design and oversee/supervise the production of the printed IEC materials (such as posters and brochures) to promote community mobilization activities.
- Participate in community mobilization activities and disseminate outcomes using appropriate communication channels.
- Proactively identify media opportunities for the promotion of media coverage of YOP activities.
- In close liaison with YOP implementing partners, plan and implement media events including press releases, report launches and press conferences.
- Organize regular and ad-hoc briefings, public information events and press conferences for all implementing partners.
- Identify and maintain databases of partners in the media sector.
- Provide training in communication and media relations for select PMT staff.
- Monitor media coverage of youth employment and training issues and regularly brief the PMT to inform intervention.
- Perform any other tasks as may be assigned by the Program Coordinator.

### Skills and Qualifications:

- A Masters’ degree in Communications, Marketing, or related fields, with at least 3 years of related professional work experience; or a Bachelor’s degree in Communications, Marketing, or related fields, with at least 5 years of related professional experience.
- Proven ability to develop communication strategies related to organizational policies in collaboration with a diverse team.
- Experience in communication and media relations, media campaigns and promotional material development
- Experience in using a wide range of communication tools in print, broad casting, electronic and traditional media as well as public relations
- Experience in working with grass roots media organizations, private sector based marketing and promotions, non-governmental organizations, multilateral and bilateral development agencies and government.
- Knowledge of the latest advances in effective use of digital and social media for effective corporate communication, including (ideally) online communities, search engine optimization and other digital tools.
- Excellent communication skills (verbal and written), particularly in dealing with multiple local Liberian languages and dialects
- Solutions-oriented person with excellent interpersonal and problem-solving skills, and demonstrated ability to work in a team
- Must be able to work with minimum supervision and deliver under pressure
- Knowledge of computer applications (MS Windows; MS Office)

### Shortlisting Criteria

Qualification Requirements		Experience Requirements	
Education	Training	Professional	
<b>Master’s Degree in:</b> Communications, Marketing, or related fields <b>Bachelor Degree in:</b> Communications, Marketing, or related fields	MS Office Suite	<ul style="list-style-type: none"> <li>• <b>For Master degree holders</b>, at least 3 years of related professional experience</li> <li>• <b>For Bachelor degree holders</b>, at least 5 years of related professional experience</li> <li>• Experience in development of communication strategies related to organizational policies.</li> <li>• Experience in wide use of communication tools in print, broad casting, electronic and traditional media as well as public relations</li> <li>• Experience working with grass roots media organizations, private sector based marketing and promotions, non-governmental organizations, multilateral and bilateral development agencies and government.</li> <li>• Knowledge of the latest advances in effective use of digital and social media for effective corporate communication, including (ideally) online communities, search engine optimization and other digital tools</li> </ul>	

**Interested Individual Consultants may obtain further information at the address below during the office working hours between 8:00AM to 4:00 PM Local time.**

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 **Wednesday, June 20, 2018, at 12:00 Midnight Local time.**

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