

## Terms of Reference for Consultancy

### Communications and Citizen Engagement Field Assessment

---

#### **Background**

ActionAid Liberia through the Liberia Women Empowerment Project (LWEP), funded by the World Bank and implemented by the Ministry of Gender, Children and Social Protection (MGCSP), seeks to empower women socially, economically, and politically across Liberia. Communications and Citizen Engagement are critical components of the project, ensuring that beneficiaries and communities are fully informed, engaged, and able to provide feedback. An effective communication and beneficiary feedback mechanism (CEBFM) are vital to encouraging community ownership, transparency, and inclusivity. This consultancy will assess the effectiveness of the LWEP's communication strategy across the six project counties: Bomi, Gbarpolu, Grand Cape Mount, Montserrado, Grand Gedeh, and River Cess.

#### **Objectives of the Consultancy**

##### **The consultant/firm will:**

- Evaluate the effectiveness of LWEP's current communication and citizen engagement strategy, particularly the Communications, Engagement Beneficiary, Feedback Mechanism (CEBFM).
- Identify gaps and areas for improvement in communication practices and feedback mechanisms.
- Assess the inclusiveness and accessibility of communication efforts, with attention to women, girls and marginalized groups.
- Provide evidence-based recommendations for strengthening LWEP's communication and engagement strategy.

#### **Scope of Work**

The consultant/firm will undertake the following tasks:

- Review of Current Practices – Assess community engagement methods and evaluate the effectiveness of different channels.
- Assessment of Feedback Mechanisms – Review processes for collecting, analyzing, and responding to community feedback.
- Field Data Collection – Conduct surveys, FGDs, and KIIs in all six counties, ensuring participation of women, youth, chiefs, elders, and marginalized groups.
- Analysis and Reporting – Analyze quantitative and qualitative data collected and produce a comprehensive assessment report with clear recommendations.

#### **Methodology**

The consultancy will apply a mixed-methods approach, including:

- Surveys administered to a representative sample of community members.
- Focus Group Discussions (FGDs) with women, youth, leaders, and other groups.
- Key Informant Interviews (KIIs) with community leaders, project staff, and stakeholders.
- Field Observations to understand dynamics and inclusivity.

A detailed methodology will be proposed by the consultant/firm as part of their inception report.

### **Deliverables**

The consultant/firm is expected to deliver the following:

- Inception Report (detailed methodology, tools, and work plan).
- Draft Assessment Report (findings, gaps, and preliminary recommendations).
- Validation Workshop (presentation of key findings).
- Final Report (incorporating feedback, with actionable recommendations).

### **Duration of Assignment**

The consultancy is expected to be completed within 4 weeks:

- Week 1: Inception, tool development, and preparation.
- Week 2: Field data collection across the six counties.
- Week 3: Data analysis and draft report writing.
- Week 4: Validation workshop and submission of the final report.

### **Consultant/Team Requirements**

The assignment may be undertaken by an individual consultant or a firm with the following qualifications:

- Advanced degree in Communications, Development Studies, Social Sciences, or related field.
- Proven experience in communications strategy, citizen engagement, or participatory assessments.
- At least 7 years (individual) / 10 years (firm) of expertise in field research and community engagement.
- Experience in gender-sensitive and inclusive communication approaches.
- Strong analytical and report writing skills.
- Fluency in English (knowledge of local Liberian languages is an asset).

### **Reporting and Supervision**

The consultant/firm will work with Lead Communications and Community Engagement Specialist and report to the ActionAid Liberia Program Team, on the Liberia Women Empowerment Project. Regular coordination meetings will be held to ensure alignment with project objectives.

### **Payment Terms**

Payment will be based on deliverables, structured as follows:

- 20% upon submission and approval of the Inception Report.
- 40% upon completion of fieldwork and submission of Draft Report.
- 40% upon submission and acceptance of the Final Report.

### **Application Process**

Interested individuals/firms should submit:

- Technical proposal (understanding of the assignment, methodology, and work plan).
- Financial proposal (detailed budget in USD).
- CVs of key team members (for firms).
- Samples of similar assignments completed.

Candidates should submit an Expression of Interest by Wednesday, September 10, 2025 to [vacancy.liberia@actionaid.org](mailto:vacancy.liberia@actionaid.org) and cc: [Elizabethgbah.johnson@actionaid.org](mailto:Elizabethgbah.johnson@actionaid.org)