**FEDERAL GOVERNMENT OF SOMALIA**

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**MINISTRY OF FINANCE**

**REQUEST FOR EXPRESSION OF INTEREST (REOI)**

**Country: Federal Government of Somalia (FGS)**

**Name of the Project: Somalia Capacity Advancement, Livelihood and Entrepreneurship, through Digital Uplift Project (SCALED-UP),**

**Assignment Title: Communication Consultant for Central Bank**

**Project ID: P168115**

**Deadline    Date:   November 08, 2020**

**Ref No.  MoF/SCALED-UP/EOI/2020/0023**

## **1. Background:** The Central Bank of Somalia (CBS) is championing the progressive transformation the Somali nation and state is experiencing with a long-term objective of inclusive economic growth and poverty reduction. Its core aims seek to foster price stability and build a robust, stable, up-to-date and sound financial system. The CBS has initiated a forward-looking reform program aimed at formalizing the financial sector, establishing effective monetary policy and building strong banking operations foundation. The reforms also include efforts to promote good governance and increase organizational effectiveness, strengthen reporting and transparency.

The Communications Consultant will advise on how to present this ongoing transformation and progress to key stakeholders, the Somali public, and the wider global community. He/she will guide CBS on how to disseminate press releases and other forms of communication. He/she will give recommendations on effective communication strategy that enables the CBS to speak with one voice and clarity.

**2. Responsibilities:** Establish, develop, and maintain a sound, adequate and up-to-date information security management policy, procedures, and guidelines. The job responsibilities include:

* Provides guidance on how to create an effective communication strategy that follows the SMART criteria (specific, measurable, attainable, relevant, and timely). The communication strategy should clearly outline the objectives, key messages, audience, stakeholders, channels, M&E and a budget.
* Advises CBS on how to develop standard operating procedures, guidelines on media events, placements, press conferences and media appearances

All other specific tasks detailed in in the Terms of Reference (TOR) for the assignment that can be found at the following website: [www.mof.gov.so](http://www.mof.gov.so) and link https://www.mof.gov.so/publication/communication-consultant person or by e-mail.

**3. Duration:** The proposed duration for the assignment is twelve (12) calendar months from starts date.

**4. Selection Criteria:** The selection shall be based on qualification, experience and skills of the candidate and followed by an interview. The qualifications, experience and competencies include:

* Master’s degree with 5 years of relevant experience or Bachelor’s degree with 10 years of relevant experience, in a relevant discipline (communication, journalism, international relations or other related fields)
* Excellent written and spoken command of English and Somali, and the ability to convey complex ideas in a creative, clear, direct, and lively style
* Proven knowledge of visual communications principles and fluency with design software.
* Understands project management concepts sufficiently to propose and develop drafts of online communications plans and strategies with minimal supervision; can apply standard project management tools, methodologies, and processes; is able to identify and mitigate project risks as well as manage project issues.

## Strong inter-personal skills and ability to work effectively with teams of various levels.

* Evidence of excellent communication and negotiation skills, ability to work effectively and harmoniously within a diverse work environment.

**5.** **The Ministry of Ministry of Finance** now invites eligible consulting (“Consultants”) to indicate their interest in providing the above-mentioned Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services and furnish the Curriculum Vitae (CV).

**6.** Attention of interested Consultants is drawn to section III, para 3.14,3.16 & 3.17 of the World Bank’s *Procurement Regulations for IPF Borrowers: Procurement in Investment Projects Financing Goods, Works, Non -Consulting and Consulting Services, July 2016, revised November 2017 and August 2018* (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

**7**. A Consultant will be selected in accordance with the Individual Consultant method set out in the World Bank Procurement Regulations.

**8**. Interested Consultant may obtain further information (in person or by e-mail) at the address below during office hours from 8.00 a.m.– 4.00 p.m. Saturday to Thursday except on public holidays.

 **9. Deadline for submission:** Expressions of interest should be delivered in a written form to the address below (in person, or by e-mail) by **November 08, 2020 at 4.00 p.m. local Time**.

Attention; the Procurement Specialist

SCALED-UP Project

Ministry of Finance

Federal Government of Somalia

Shangani District

Mogadishu, Somalia

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