



**Ministry of Communication, Digital Technology and
Innovation (MOCDTI)**

Ghana Digital Acceleration Project (GDAP)

IDA70960 -GH (P176126)

Draft Terms of Reference

For

Communications Specialist

March 2025

Draft Terms of Reference and Scope of Services

1 Background

The Ghana Digital Acceleration Project (GDAP) activities seek to support a strong enabling environment for fast-tracked digitization by accelerating country-wide digital transformation, focusing on critical digital enablers that promote the digital economy and build on existing digital foundations. The project aims to accelerate country-wide digital transformation, focusing on critical digital enablers that promote the digital economy and build on existing digital foundations. Complementary investments on the supply and demand sides of the digital economy will also be supported. Based on recommendations of previous assessments, including the Ghana Digital Economy Diagnostic, the project activities seek to support a strong enabling environment for fast tracked digitalization. The project will promote a shift in digital public services from service to life-event focused approach to enhance the Government's digital capabilities. The project will further increase Ghana's capacity to promote digital innovation and sector-wide digital transformation in selected strategic sector(s). Finally, the project will boost digital skills development and capability to increase Ghana's digital talent base.

The project is an Investment Project Financing (IPF) operation comprising of five components. Component 1 will use a result-based approach, with part of the financing linked to Performance Based Conditions (PBCs). Components 2 and 3 will be a traditional IPF. Component 4 is reserved for project management and implementation support, while Component 5 is a contingency emergency allocation aimed at mobilizing unallocated funds from the project to rapidly respond to emergency situations.

Component 1: Ensuring Inclusive and Safe Digital Transformation

This component will support the GoG in improving the strategic, policy, and regulatory environment for the acceleration of a vibrant, safe, and inclusive digital transformation. Specifically, it aims to establish an enabling environment for the development of a vibrant broadband market, expand the reach and coverage of broadband networks in rural areas, ensure safe and resilient digital services, and strengthen the digital sector's institutional structure and capacity.

Component 2. Modernizing Digital Government Services

This component is focused on the public sector side of digital transformation and aims at supporting Ghana to establish an agile and citizen-centric digital government model. It supports developing adequate institutional setup reinforced by a strong governance framework and change management, essential for implementing the next generation government infrastructure and delivering transactional and digital by design public services. Accelerating Ghana's digital transformation agenda requires a realignment to support the transition towards sustainable and user-centric e-government.

Component 3. Support for Digital Transformation of Strategic Sectors

This component is focused on the private sector side of digital transformation and aims to boost the digital innovation ecosystem by (i) removing the key barriers that tech start-ups, digital entrepreneurs, and Business Process Outsourcing (BPO) firms in the ICT sector face and (ii) unlock the digital transformation in selected productive sector (such as agriculture) through the relevant government entities and digital accelerators. Each subcomponent aims to provide end-to-end support to set up a proof-of-concept of how other sectors can also leverage and reap the full benefit of digital solutions to drive more robust and inclusive sector growth and diversified economy.

Component 4. Project Management and Implementation Support

This component will provide support for the management and implementation of project associated activities. It will finance activities related to the recruitment of consultants in areas of project management, project coordination, fiduciary specialists (e.g., procurement, financial management), Monitoring and Evaluation (M&E), an Environment and Social Safeguards (E&S), project communication, and citizen engagement. This component will also cover modest office equipment and independent audits and learning/training for key beneficiaries (e.g., the Project Implementation Unit and the Technical Committee) up to the official closing date of the project. Moreover, special attention will be devoted to promoting equal participation of women in all decision-making bodies under the project and contributing to tackling barriers in recruitment, retention, and promotion. It is also anticipated that consultant's Terms of References (ToR) clearly stipulate knowledge transfer and hands on training to ministry staff.

Component 5: Contingent Emergency Response Component

In the context of the COVID-19 crisis, a Contingent Emergency Response Component (CERC) is added to the project structure to provide support to the Government to swiftly respond to an eligible crisis, including climate or natural disasters and public health emergencies. Including CERC at the preparation stage, albeit with zero funding, provides for flexibility for an agile response to an imminent or actual emergency (such as COVID-19) through quick disbursement of uncommitted balances from other components. The crisis response expenditures could cover, for instance, the facilitation of emergency payments to vulnerable groups of population using mobile money or ensuring business continuity of core government functions, when civil servants are required to continue home-based work. The CERC is not expected to finance civil engineering works that can induce risks and/or negative environmental and social impacts. However, CERT component is not added to finance any activities that include adverse environmental and social risks and impacts.

The project aims to actively close gender gaps between women and men across various pillars of digital development and aligned with International Development Association-19 (IDA-19 theme, the WBG's 2016–2023 Gender Strategy and the Digital Development Gender Strategy. Actions designed to close gender gaps between women and men in the digital economy are incorporated across various components of the project.

2 Objectives of the Assignment

The Communications Specialist will be part of the Project Coordination Unit (PCU) of the GDAP under the Ministry of Communication. The Specialist will assist in providing leadership in designing and implementing an effective communications strategy to sustain project activities; coordinate development across disparate government agencies, partners, and stakeholders; showcase progress; assure a high level of transparency and access to information; provide avenues for feedback between government and stakeholders; and mobilize support and appreciation for the various reforms and policies needed to improve Ghana's ICT ecosystem.

3 Scope of Services

The Communications Specialist will help ensure that the GDAP has a unified and accurate image before public, and before participating government agencies and partners. In so doing, he or she will develop effective communication for internal and external audiences, issue communications, make presentations, set standards and guidelines for design and communication, and establish platforms and channels for communication. He or she will *inter alia* cultivate relations with the media, civil society and other stakeholders, monitor the news regularly, and establish a network of communications people at all levels.

The Communications Specialist will undertake, *inter alia*, the following tasks:

- i Develop a Communications Strategy and Work Plan for the project
 - Lead the development of a communications strategy and its implementation plan.
 - Lead the implementation of the communications strategy.
 - Leverage appropriate channels for communications, such as online, print, radio, television, billboards, and social media.
 - Refine and review the communications strategy, its objectives and audience segmentation.
- ii Inform and educate relevant stakeholders about the Ghana Digital Acceleration Project.
 - Develop a series of materials – press kits, newsletters, information briefs etc. – aimed at explaining the Government's policy on the project as well as giving details on individual measures.
 - Establish a calendar of "Key dates" around which to build communications events.
 - Devise a media relations plan to ensure proper understanding of the various programmes implemented under the project.
 - Answer reporters' queries and facilitate their research
 - Write and disseminate press releases on newsworthy events
 - Establish online portal and social media channels
- iii Co-ordinate the different government communications efforts on the project
 - Determine the suitability of individual activities to be sub-contracted to local media agencies and provide inputs to the Terms of Reference for these contracts.
 - Co-ordinate full and open communications across government.
 - Routinely monitor media communications related to the project and its scope

- iv Collect feedback and integrate with project implementation
 - Leverage mechanisms for collecting beneficiary feedback, including by using online portal or mobile phone-based text messages.
 - Provide mechanisms by which to integrate information flow resulting from communications or feedback with project implementation.

- v Build consensus and rally support for the project
 - Establish a network between the Ministry of Communications and other departments, agencies and audiences to facilitate the flow of information in respect of the project.
 - Co-ordinate workshops/seminars for officials of relevant departments and agencies and other stakeholders.

Performance Criteria

The consultant will be expected to deliver in a very time-conscious manner outputs for the overall implementation of the communications component.

These include but are not limited to:

- Produce a comprehensive communications program for the project, within the first 30 days of commencement of this job.
- Produce an implementation plan outlining proposed campaign methodologies and timelines within the first 45 days of commencement of this job.
- Lead and coordinate the implementation of the communications program and show tangible and measurable results by the end of the contract period.
- Establish a system of effective and efficient internal communications to ensure that all internal stakeholders are well informed and updated about project implementation
- Produce relevant Information Education and Communication (IEC) materials including a Q&A brochure and a project brief document within the first 60 days of commencement of this job.
- Produce and disseminate quarterly project newsletter, and related regular dissemination of information.
- Establish a good feedback mechanism necessary for on-going improvement of the communication strategy to ensure that the messages developed for each target audience are tested with the first three months of commencement of this job.
- Prepare a set of monitoring indicators for a quarterly evaluation of the performance of each activity based on the objectives set for the communications strategy.
- Lead updating and populating MOCDTI website and social media channels with relevant project content.

4 Reporting and Time Schedules

The Communication Specialist will report to the Chief Director of Ministry of Communication through the Project Coordinator.

The deliverables will include the following:

	Deliverable	Timing
1	Updated Communications Strategy and implementation plan	Quarterly Reports
2	Develop a series of materials – press kits, newsletters, information briefs etc	Quarterly Reports
3	Communications events	As per agreed calendar
4	Reports	Monthly, Quarterly, Annual Reports
5	Updates of content of MoC Website and social media channels	Regularly

The initial duration of assignment will cover a period of one year in the first instance renewable for additional one-year terms subject to successful appraisal of performance at the end of each term.

5 Qualifications and Experiences Required

Successful applicants will have a strong knowledge of communications processes. As the position involves dealing with a wide range of stakeholders and organizations, it is also important that the Communications Specialist has good knowledge of public sector operations and governance provisions in Ghana or in similar environments.

The prospective candidate should have:

- **Academic Qualifications**
 - A Bachelor’s or higher degree in communications, social sciences or related field.
 - 8 or more years of post-qualification experience in public communications
 - Experience in handling, managing or overseeing public communications under international donor funded projects will be an advantage.
- **Knowledge, Skills, and Abilities Required.**
Must demonstrate the following key qualities:
 - Solid understanding of communication tools, mechanisms, and channels, including online (portals, newsgroups, email, and text), print (newspaper, books, magazines), social media (Twitter, Facebook, LinkedIn, WhatsApp), multimedia (radio, television), and others.
 - Ability to communicate effectively (orally and in writing), speak persuasively, express complex issues in simple terms and present ideas clearly and concisely
 - Working knowledge of the laws and ordinances governing public communications
 - Excellent strategic thinking as well as proven capacity to carry out similar assignments
 - Strong managerial skills and proven record of achieving results
 - A working knowledge of Ghana’s ICT sector and appreciation of ICT as a powerful communication tool

- A working knowledge of personal computers including word processing, desktop publishing, and presentation applications
- Knowledge of/experience with World Bank basic fiduciary procedures desirable

The following are also desirable

- Ability to establish and maintain effective working relationships with employees, other departments, vendors and the public
- Demonstrated interpersonal and diplomatic skills
- Proven ability to seize opportunities as they arise, work with a variety of stakeholders and promote their participation in the project implementation process
- Experience in conveying complex technical information to different audiences, packaging it accordingly and distilling essential messages
- Capacity to work under tight deadlines and to handle potentially controversial and/or very sensitive issues that require clarity, accuracy and speedy responses
- Proven ability to work in a collaborative, team environment

6 Data, Facilities and Personnel to be provided by the Client

MoCDTI will provide relevant tools and suitable office space for this role.

The MoCDTI will furnish copies of project implementation documentation and other information relevant to the assignment.