



Liberia Institute of Statistics and Geo-Information Services
Statistics House
Capitol Hill
P.O. Box 629
Monrovia, Liberia

**TERMS OF REFERENCE FOR INDIVIDUAL COUNTY CONSULTANT
 FOR CENSUS 2021 ADVOCACY & PUBLICITY CAMPAIGN**

TERMS OF REFERENCE	
Hiring Office:	Liberia Institute of Statistics & Geo-Information Services (LISGIS) with Support from the United Nations Population Fund (UNFPA)
Purpose of consultancy:	<p>Purpose for consultancy: Undertaking a national population census remains a colossal challenge for many developing countries due to the numerous hurdles associated with the conduct of a census. As a result, the quality of data collected, and its reliability is sometimes questioned when due care and careful planning are not instituted. One major factor affecting acceptability of census data in many developing countries is that population size is the most important criterion for the allocation of national resources and political representation. This sometimes causes politicization of the census process and results.</p> <p>An additional problem is that a big proportion of the population, especially people in the rural areas, is unable to read and write; which means they are unaware of the need for or benefits of a census.</p> <p>Obviously, when the people are well informed and engaged about and with the Census and its processes, they feel a part and will easily participate.</p> <p>Against this background, LISGIS in collaboration with UNFPA under the Liberia Census 2021 project, is seeking to hire a local Consultant in each of the 15 counties of Liberia to support Census advocacy and publicity in their respective counties.</p> <p style="text-align: center;">A. Consultancy Objective</p> <p>The main objective of the consultancy is to support Census 2021 advocacy and publicity activities including;</p> <ol style="list-style-type: none"> 1. Lead general awareness on the conduct of the National Population and Housing Census 2021 including the date, the various phases and questions to be asked; 2. Promote public understanding of the significance of census data as a veritable tool for socio-economic planning; 3. Serve as contact point for LISGIS Advocacy and Communication department in the county;

	<ol style="list-style-type: none"> 4. Support the local LISGIS office in the planning and implementation Census 2021 advocacy and publicity activities. 5. Monitor local radios on the dissemination of census public information and regularly provide update to LISGIS Advocacy and Communication department.
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>A. Scope of Work and Expected Results</p> <p><i>a. Scope of Work</i></p> <p>The major aim of census advocacy and publicity activities is to ensure that all stakeholders including local and national government, development partners, policy makers, opinion leaders, civil society and the general public are made aware of the planned census, its value, expectations and more so their respective roles.</p> <p><i>b. Expected Results</i></p> <p>The following outputs are expected from the County Consultant:</p> <ol style="list-style-type: none"> 1. County and local Census Information Amplification: Build campaigns to amplify the themes of Liberia Census 2021. 2. Community Engagement Campaigns: Support to LISGIS County Office and Local Groups in planning, ideation and implementing community engagement campaigns across the county. 3. Weekly Report on census advocacy and publicity activities in the county
Duration and working schedule:	<p>Duration of the Assignment</p> <p>The effective duration of this consultancy is three months, effective October 1, 2020 and is subject to renewal until the end of the Liberia Census 2021 activities.</p>
Place where services are to be delivered:	<p>Location of the Assignment</p> <p>The consultants will be based in the County's Capital with field visits to relevant districts and communities.</p>
Supervisory arrangements:	<p>The consultant is expected to work directly under the supervision of LISGIS Communications and Advocacy Director in collaboration with UNFPA Advocacy and Communications Officer.</p>
Required expertise, qualifications and competencies, including language requirements:	<p>Qualification and Experience</p> <p>The assignment will be contracted to a consultant with experience in the substantive area and knowledge of communication skills. The contractor should have the following competencies:</p> <p>Education:</p> <ul style="list-style-type: none"> • High School Certificate with some Basic Training in communication, journalism, marketing, digital media studies, public relations or any other related fields; • A Bachelor's degree is an advantage <p>Qualifications:</p> <ul style="list-style-type: none"> • At least 3 years' experience in communications related work (Contractor should have prior experience in writing and editing long-form content, for print and electronic media including but not limited to radio programs, articles, and managing social media campaigns); • Experience in servicing as correspondent for a reputable national media Institution is an advantage • Must be a Resident of the County

- Must be attached to a viable local Community Radio station

Language Requirement:

- Good command of English in both written and oral
- Good command of the main spoken local language

Female candidates are strongly encouraged to apply.

Only applicants who meet the above qualifications will be shortlisted

Date: 14 September 2020

HOW TO APPLY

Candidates should submit their applications indicating post and County of Interest, attach an updated CV. **ALL APPLICATIONS, WITH RELEVANT ATTACHMENTS, SHOULD BE SUBMITTED IN ELECTRONIC COPIES TO:** Madam Kula P. Weah (kulaweah@gmail.com), Director of Human Resources with cc to Andrew A. Tellewoyan (tellewoyanandrew@yahoo.com), Coordinator, Liberia Population and Housing Census, 2021 and ewatkins@unfpa.org

The deadline for receipt of all applications is 30 September 2020 at 17:00 GMT