REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES-FIRM)

Republic of Liberia

MINISTRY OF COMMERCE AND INDUSTRY
Ministerial Complex, Congo Town
Monrovia, Liberia

NAME OF PROJECT: Program for Advancing Youth Entrepreneurship and Investment (Sub-Project A: Liberian Youth Entrepreneurship and Investment Bank)

Assignment Title: Firm Selection to serve as MEDIA, COMMUNICATIONS, BRANDING, DIGITAL AND PUBLIC RELATIONS CONSULTANT

Financing Agreement reference: 2100150043943
Project ID No.: P-LR-HB0-003
Issue Date: November 11, 2026
End Date: December 2, 2026

1. Background

The Government of Liberia, through the Ministry of Commerce and Industry (MOCI), has received UA 12 million in financing from the African Development Bank (AfDB) for the implementation of the Program for Advancing Youth Entrepreneurship and Investment (PAYEI), which seeks to strengthen Liberia's youth entrepreneurship ecosystem through the establishment and operationalization of the Youth Entrepreneurship and Investment Bank (YEIB) and its Management Company (MANCO), providing financial and non-financial business development services to youth-led enterprises.

To support the effective operationalization of YEIB MANCO, strengthen its institutional identity, enhance public awareness, and promote stakeholder engagement, the Government intends to recruit a professional firm to provide integrated media, communications, branding, digital content, and public relations services. The firm will support the YEIB Management Company and Project Implementation Unit (PIU) in implementing a coordinated communication strategy, ensuring consistent branding, effective media engagement, knowledge sharing, and visibility of project activities throughout implementation.

The assignment will require close coordination with separately contracted firms responsible for website development, hosting, maintenance, corporate email services, and social media management to ensure consistency in institutional branding, messaging, and content. The selected firm will report to the Chief Executive Officer of YEIB MANCO and work closely with the PIU.

2. The Scope of the Services to be performed

The objective of this assignment is to engage a qualified consulting firm to provide integrated communication, branding, public relations, media production, printing, promotional materials, and event communication support services for the YEIB Project and the YEIB Management Company. The firm shall provide services under the following five categories: A. Strategic Communication and Public Relations; B. Media Production; C. Media Buying and Placement; D. Creative Production, Branding, Printing and Promotional Materials; and E. Event, Communication and Outreach Support Services.

Note: Website design, development, hosting and corporate email services, and social media management, are procured under two separate, dedicated companion assignments (the subject of two related Requests for Expressions of Interest). The firm engaged under this assignment shall coordinate with both separately contracted consultants to ensure consistent branding, messaging and content across all platforms.

Minimum Qualification, Skills and Experience:

The firm should meet the following requirements:

- Be a legally registered and licensed communications, media, advertising, branding or public relations firm.
- Have a minimum of five (5) years of demonstrated experience providing integrated communication, branding and media production services.
- Have experience managing communication campaigns for government institutions, financial institutions, development partners, NGOs or international organizations.
- Demonstrate experience in corporate branding and institutional identity development.
- Have proven experience in media production including radio, television, photography and videography.
- Possess adequate technical equipment, software and professional personnel to undertake the assignment.
- Have sound financial capacity supported by audited financial statements.
- Demonstrate ability to coordinate with a separately contracted website development/hosting services provider and a separately contracted social media management services provider to maintain consistent branding across all channels.
- Experience working on African Development Bank, World Bank, UN or similar donor-funded projects will be an added advantage.

The firm shall propose a multidisciplinary team comprising a Team Leader/Strategic Communications Specialist, Graphic Design and Branding Specialist, Media Production Specialist, Printing and Production Coordinator, and Public Relations and Media Relations Specialist.

Duration of Assignment

The assignment is expected to be Twelve (12) months, renewable subject to satisfactory performance, availability of funds, and the needs of the Project.

The Ministry of Commerce and Industry invites eligible consulting firms to indicate their interest in providing these services. Interested consulting firms must provide information indicating that they are qualified to perform the services: (i) information detailing the company's existence and areas of expertise; (ii) a list of similar assignments and experience in similar conditions; (iii) a list of overall permanent and temporary staff in fields related to the assignment (qualification will be considered from one of two perspectives: a. the firm's qualification and b. staff and consultants' qualification); (iv) evidence of past performance, if any; and (v) any other relevant information that might be useful. Consulting firms may constitute joint ventures to enhance their chances of qualification. The method of selection is the Least Cost Selection (LCS) method.

Eligibility criteria and the selection procedure shall be in accordance with the African Development Bank's "Procurement Policy Framework for Bank Group Funded Operations," October 2015, which is available on the Bank's website at http://www.afdb.org.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1700 hours (GMT) on working days.

Expressions of interest must be delivered by email by **December 2, 2026 @ 1700 hours (GMT)** and mention **"Provision of Consulting Services as MEDIA, COMMUNICATIONS, BRANDING, DIGITAL AND PUBLIC RELATIONS CONSULTANT for the Program for Advancing Youth Entrepreneurship and Investment (PAYEI)".**

Attn: Marcus B. Zarway
Project Coordinator
Youth Entrepreneurship Investment Bank (YEIB)
Ministry of Commerce and Industry
Ministerial Complex, Congo Town
Monrovia, Liberia
E-mail: yeibliberia@gmail.com