



REPUBLIC OF LIBERIA
MINISTRY OF COMMERCE & INDUSTRY (MoCI)

Liberia Investment, Finance & Trade Project (LIFT-P)
INSURANCE BUILDING, 5TH STREET-SINKOR, OPPOSITE CONEX GAS STATION
MONROVIA, LIBERIA
P.O. Box 9041, 1000 Monrovia, 10 Liberia
Email: info-lift@moci.gov.lr / www.moci.gov.lr

REQUEST FOR EXPRESSION OF INTEREST (REOI)
(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)

Liberia Investment, Finance and Trade Project (LIFT-P)
Project ID: P171997
Credit Number 7037-LR
Grant Number D9690-LR

May 15, 2026

Individual Consultant as Marketing & Communications Consultant for the National Investment Commission (NIC), LR-MOCI-543060-CS-INDV .

The Republic of Liberia through the Ministry of Commerce & Industry has received financing from the International Development Association (IDA)/ World Bank towards the cost of implementing the Liberia Investment, Trade & Finance Project (LIFT-P). The Government of Liberia, through the Ministry of Commerce and Industry, is implementing the Liberia Investment, Finance and Trade (LIFT) Project, a five-year initiative with funding from the World Bank aimed at supporting and promoting economic growth in Liberia. As a foundational project to strengthen the public sector's ability to facilitate the private sector growth on a sustainable basis, there are ongoing significant efforts devoted to institution-building activities in key agencies, including the National Investment Commission. Additionally, the project supports the strengthening of institutional functioning through needed capacity for Technical Implementing Ministries and Agencies (TIMAs). LIFT's main objective is to improve the investment climate, expand sustainable access to finance, and increase the efficiency of trade in Liberia.

As part of such technical assistance, the National Investment Commission has approached the LIFT Project that it is looking to expand its investment promotion efforts to larger markets with investors that have the potential for expansion, improve its capacity to effectively promote investment and attract foreign investment, and conduct a comprehensive analysis of major economic sectors, including Fishery/Aquaculture, Tourism, Infrastructure (Road, Seaport, Airport, Rail & ICT), Mining, Health, Transportation/Logistic, Energy and Manufacturing, etc. It is predicated upon this that the NIC is seeking an expert in investment marketing and communication to design and develop its marketing and communication strategies including investment promotional materials under its Lead Generation and Investment Promotion Programs to attract investors.

To support this ambition, NIC is seeking a Marketing and Communications Consultant to lead and execute a communications-focused strategy that strengthens brand positioning, promotes Liberia's investment opportunities, and supports lead generation through storytelling and strategic media engagement.

Key Objectives of the Assignment

The Key Objective of the consultancy is to develop and implement a strategic communication plan that enhances Liberia's investment brand, builds stakeholder trust, and supports the NIC's investor targeting and outreach goals.

Scope of the Assignment

The Consultant will undertake the following key tasks:

A. Strategic Communications Planning

- Develop and execute a Communications & Media Strategy aligned with NIC's investment promotion priorities.
- Create key messaging frameworks for Liberia's priority investment sectors (agriculture, tourism, renewable energy, infrastructure, etc.).
- Establish and maintain a quarterly editorial calendar aligned with investor engagement goals and missions.

B. Content Development & Storytelling

- Produce compelling multimedia content (articles, investor briefs, blog posts, sector profiles, infographics, videos) for both domestic and international investor audiences.
- Coordinate the development of Liberia's "Investment Opportunity" brochures, sector pitch decks, and success stories.
- Write and distribute press releases, op-eds, and feature stories that highlight Liberia's investment reforms and ongoing investor engagements.

C. Digital & Media Engagement

- Oversee the revamp and ongoing content updates of NIC's official website and social media channels (LinkedIn, X, Facebook, YouTube).
- Develop a monthly investor newsletter to share updates, reforms, opportunities, and success stories.
- Lead the development of the 6th edition of the Investor's Guide to Liberia

D. Event & Campaign Support

- Provide communications support for investment missions, trade expos, and investor roadshows.
- Develop investor mission briefing kits, talking points, media kits, and post-event reports.
- Support brand visibility through creative campaign materials and event-related media content.

E. Internal Capacity Support

- Train NIC staff on messaging, media engagement, and digital storytelling.
- Develop a Branding Style Guide for the Investment Promotion team.

The detailed Terms of Reference (TOR) for the assignment can found at the link below: <http://www.moci.gov.lr> / www.emansion.gov.lr / www.nic.gov.lr

The Ministry of Commerce and Industry now invites eligible Individual Consultants (“Consultants”) to indicate their interest in providing the Services. Interested Individual Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are listed as per the Terms of Reference provided below. The Consultant should have minimum qualifications and experience as follows:

- Bachelor’s degree in communication/branding with at least 7 years of experience in marketing, PR, or communications - preferably within investment promotion, international development, or government.
- Master’s degree is an added advantage.
- Demonstrated experience creating compelling positive narratives
- Strong writing, editing, and visual storytelling skills
- Experience with social media strategy, and website content management,
- Familiarity with Liberia’s socio-economic and political landscape is a plus
- Demonstrated experience in facilitation and reporting results.
- Highly motivated and committed to institutional values of professionalism, accountability, integrity and teamwork, organizational development / or management.
- Strong experience in the use of computers (word, Excel, PowerPoint, Publisher, etc);

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers dated July 2016, Revised November 2017, August 2018, November 2020, September 2023, February 2025 and September 2025 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

The Consultant will be selected in accordance with the Individual Consultant Selection (INDV) method set out in the Procurement Regulations for IPF Borrowers (July 2016 as Revised in November 2017, August 2018, November 2020, September 2023, February 2025 and September 2025).

Further information can be obtained at the address below during office hours, i.e., 0900 to 1600 hours GMT, Monday to Friday.

Expressions of interest must be delivered in a written form to the address below (only by email) on or before **Friday May 29, 2026**, with subject: “**Marketing & Communications Consultant for the National Investment Commission (NIC), LR-MOCI-543060-CS-INDV**”.

Note: Only shortlisted candidates will be contacted.

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Terms of Reference

Consulting services for Marketing & Communications for the National Investment Commission

Post Title: Marketing & Communication Consultant

Location of Post: Headquarters of the National Investment Commission, Sekou Touré Avenue, Monrovia, Liberia

Contract Duration: 12 months

Reporting Line: Hon. Melvin Sheriff, Executive Director, National Investment Commission

Recruitment: National

Type of Contract: Individual Consultant

Background

The Government of Liberia, through the Ministry of Commerce and Industry, is implementing the Liberia Investment, Finance and Trade (LIFT) Project, a five-year initiative with funding from the World Bank aimed at supporting and promoting economic growth in Liberia. As a foundational project to strengthen the public sector's ability to facilitate the private sector growth on a sustainable basis, there are ongoing significant efforts devoted to institution-building activities in key agencies, including the National Investment Commission. Additionally, the project supports the strengthening of institutional functioning through needed capacity for Technical Implementing Ministries and Agencies (TIMAs). LIFT's main objective is to improve the investment climate, expand sustainable access to finance, and increase the efficiency of trade in Liberia.

As part of such technical assistance, the National Investment Commission has approached the LIFT Project that it is looking to expand its investment promotion efforts to larger markets with investors that have the potential for expansion, improve its capacity to effectively promote investment and attract foreign investment, and conduct a comprehensive analysis of major economic sectors, including Fishery/Aquaculture, Tourism, Infrastructure (Road, Seaport, Airport, Rail & ICT), Mining, Health, Transportation/Logistic, Energy and Manufacturing, etc. It is predicated upon this that the NIC is seeking an expert in investment marketing and communication to design and develop its marketing and communication strategies including investment promotional materials under its Lead Generation and Investment Promotion Programs to attract investors.

Description of the Assignment

The National Investment Commission is responsible for promoting and facilitating foreign direct investment (FDI) and improving the investment climate. As part of its renewed investment drive, the NIC seeks to significantly enhance its visibility, articulate Liberia's value proposition more effectively, and develop compelling narratives that position the country as a prime investment destination.

To support this ambition, NIC is seeking a Marketing and Communications Consultant to lead and execute a communications-focused strategy that strengthens brand positioning, promotes Liberia's investment opportunities, and supports lead generation through storytelling and strategic media engagement.

The Key Objective of the consultancy is to develop and implement a strategic communication plan that enhances Liberia's investment brand, builds stakeholder trust, and supports the NIC's investor targeting and outreach goals.

3. Scope of Work

The Consultant will undertake the following key tasks:

A. Strategic Communications Planning

- Develop and execute a Communications & Media Strategy aligned with NIC's investment promotion priorities.
- Create key messaging frameworks for Liberia's priority investment sectors (agriculture, tourism, renewable energy, infrastructure, etc.).
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- Oversee the revamp and ongoing content updates of NIC's official website and social media channels (LinkedIn, X, Facebook, YouTube).
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- Support brand visibility through creative campaign materials and event-related media content.

E. Internal Capacity Support

- Train NIC staff on messaging, media engagement, and digital storytelling.
- Develop a Branding Style Guide for the Investment Promotion team.

4. Deliverables

Deliverable	Description	Timeline	% of Total Contract Amount
1. Inception Report & Communications Strategy + Branding Style Guide	Detailed workplan, communications strategy, messaging framework, editorial calendar (first 3 months), and NIC branding/style guide	Within 30 days of contract signing	15%
2. Investor Messaging & Content Package	Sector messaging frameworks, initial content suite (min. 5 articles, 2 press releases, investor narrative templates, sample pitch materials)	Day 60	20%
3. 6th Edition Investor's Guide to Liberia (Final)	Fully developed, designed, and approved Investor Guide ready for publication	Day 90	20%
4. Digital Platforms Revamp & Activation and Content Performance Report	Updated NIC website (content + structure), and active social media platforms (LinkedIn, X, Facebook, YouTube) with consistent branding and initial content rollout Delivery of 3 months of content (newsletters, blogs, press releases), media engagement outputs, and performance reports	Day 120	25%
6. Communications SOP & Staff Training Report	Communications manual, internal SOPs, and report on staff training conducted	Day 150	20%
7. Final Report & Consolidated Impact Assessment	Final report covering outputs, performance metrics, lessons learned, and recommendations for sustainability	Day 180	

5. Required Qualifications

- Bachelor's degree in communication/branding with at least 7 years of experience in marketing, PR, or communications - preferably within investment promotion, international development, or government.
- Master's degree is an added advantage.
- Demonstrated experience creating compelling positive narratives
- Strong writing, editing, and visual storytelling skills
- Experience with social media strategy, and website content management,

- Familiarity with Liberia’s socio-economic and political landscape is a plus
- Demonstrated experience in facilitation and reporting results.
- Highly motivated and committed to institutional values of professionalism, accountability, integrity and teamwork, organizational development / or management.
- Strong experience in the use of computers (word, Excel, PowerPoint, Publisher, etc);

6. Approach and Implementation Arrangements

The assignment will be executed by the consultant and will be monitored by the NIC’s focal person (the Director for Investment Promotion) and the LIFT Project Implementation Unit. For reporting purpose, the consultant will submit all drafts and final reports (including monthly report) to the Executive Director of the NIC through the Director for Investment Promotion. The NIC will review all reports and clear before payments are made to the consultant. Additionally, the PIU Focal Persons, the SME and M & E Specialists will also review all reports emanating from the consultant or submitted on behalf of the consultant by the NIC before advising the Project Coordinator to pay to ensure value for money.

Duration of Consultancy

The duration of the assignment is 365 days

Selection Criteria

The shortlisting criteria are:

- Consultant’s Experience relevant to the Assignment
- Competency/Qualification of the consultant relevant to the Assignment
- Recommendations from referees, etc.