

Terms of reference (ToRs) for the procurement of services below the EU threshold

Execution of Marketing and Communication Campaigns to Support Ghana Entrepreneurship Policy Chatbot	Project number/ cost centre: G-018082-001
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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

1. Background

The Private Sector and Innovation Promotion in Ghana (PSInno) project is part of the German Federal Ministry for Economic Cooperation and Development (BMZ) core theme, “Training and Sustainable Growth for Good Jobs in Ghana”. The project is being implemented by GIZ in collaboration with Ministry of Trade, Agribusiness and Industry. The objective of the project is to strengthen the competitive and employment-promotion economic development in selected sectors in Ghana, particularly in the north of the country.

PSInno supports growth-oriented SMEs in Ghana with a focus on agribusiness, digital economy and innovation. Building on earlier private sector and entrepreneurship initiatives. In the agricultural and food sector, the programme targets producers, SMEs, and innovative enterprises in northern Ghana, whilst in the digital economy it targets all companies including startups and freelancers. PSInno works as a facilitator alongside business development service providers and financial institutions to improve market access, strengthen skills, and promote innovative business models. At the macro level, PSInno works with national and regional stakeholders to develop or reform policy instruments, contributing to an improved business environment for SMEs, while working with intermediaries to introduce new or adapted institutionalised support services to strengthen the competitiveness of companies in selected sectors.

The programme pursues an integrated approach to agricultural value chain development and digital economy promotion, providing technical advisory support to public and private partners, strengthening intermediary organisations, and building the capacities of companies, startups, and smallholder farmers to enable sustainable business growth.

1.1 Context

The Ghana Entrepreneurship Policy Chatbot (GEPBot) is an artificial intelligence platform developed by mNotify Company Ltd, with funding support from the Digital Transformation for Inclusive Entrepreneurship in Ghana (DTEG) component of GIZ. The chatbot was created to close a persistent gap in Ghana's entrepreneurship ecosystem: the difficulty small and medium sized enterprises (SMEs) face in accessing clear, reliable and localised information on business policies, regulatory requirements and government support programmes.

GEPBot draws on a verified body of Ghanaian policy documents and institutional guidelines, covering agencies such as the Food and Drugs Authority, the Ghana Standards Authority, the Ghana Enterprises Agency and the Ministry of Trade, Agribusiness and Industry (MoTAI). Rather than offering generic AI responses, the chatbot grounds its answers in this verified data, which reduces the risk of inaccurate or misleading guidance. It provides round the clock access via web chat, translates dense legal and regulatory language into plain terms, maintains a directory of relevant institutions, and provides information on grants and business opportunities through dedicated features. Accessible at gepbot.com, the platform has received Data Protection Impact Assessment approval from the Data Protection Commission, confirming that user data is anonymised and handled ethically.

As a public good, GEPBot reduces the cost and effort of navigating Ghana's regulatory environment for entrepreneurs, particularly MSMEs, who often have the least access to formal business advisory services. Early data from the platform, gathered despite limited promotional activity to date, points to genuine demand. Hundreds of active conversations, thousands of messages exchanged and a growing base of unique users, alongside very few reported issues. This suggests the chatbot is functioning reliably and meeting a real need, and that its reach could expand substantially given focused outreach.

Regardless of its potential, the platform's growth is currently held back by low awareness. Many entrepreneurs, particularly in regional and rural communities, simply do not know GEPBot exists. Among other few challenges being resolved, the identified gaps mean a sound product is not yet reaching the audience it was built to serve, and this is precisely where a structured communication and marketing campaign becomes necessary.

PSInno, has a direct interest in supporting GEPBot to gain wider traction. Under Component 1 of the programme, which focuses on improving the business environment for SMEs, GEPBot is well placed to strengthen awareness of policy instruments and support the delivery of institutionalised services from intermediary organisations. For the platform to play this role effectively, it needs to reach a much broader base of users, including individual entrepreneurs, business associations, sector intermediaries, government agencies and development partners. Achieving this reach requires a dedicated, professionally run communication and marketing campaign, which forms the basis for this consultancy.

1.2. Objective of the Consultancy

The main objective of this consultancy is to design and execute a comprehensive communication and marketing campaign that raises awareness of the Ghana Entrepreneurship Policy Chatbot (GEPBot) among entrepreneurs, intermediary organisations and relevant institutions across Ghana, thereby increasing its user base and reinforcing its role as a trusted source of entrepreneurship policy information. Specifically:

- I) To develop and implement a multi-channel communication strategy that builds public recognition of GEPBot among SMEs, individual entrepreneurs and the general public.
- II) To produce promotional and campaign materials, including explainer videos, jingles, e-flyers, banners and branded items, that clearly communicate the purpose and value of the platform.
- III) To drive sustained engagement through digital marketing, online media placements and radio appearances that reach target audiences in both urban and rural areas, including Northern Ghana.
- IV) To extend the visibility of GEPBot among intermediary organisations, business associations and government agencies that can further disseminate the platform to their networks.
- V) To produce a podcast series (The Entrepreneur's Compass) in collaboration with mNotify, that complements the chatbot by sharing practical insights on entrepreneurship, regulatory compliance and business growth.
- VI) To support the achievement of PSInno's Component 1 objective of improving the business environment for SMEs by strengthening awareness of policy instruments and institutionalised support services.

2. Tasks to be performed by the contractor

The tasks to be performed, as listed below are grouped into six work packages, reflecting the sequence of activities from strategy development through to monitoring and reporting.:

Work Package (WP) 1: Communication Strategy and Campaign Planning

WP1 Objective: To establish a clear, evidence-based foundation for the campaign by understanding GEPBot's current standing and setting out how the contractor will build awareness and drive user growth over the assignment period.

WP1 Tasks

- I. Conduct a rapid review of GEPBot's current user base, reach and existing promotional materials to inform campaign design.
- II. Develop a comprehensive communication and marketing strategy, including target audience segmentation, key messages, channel selection and a campaign timeline.
- III. Identify and agree with GIZ and mNotify on measurable targets for reach, engagement and user growth over the campaign period.
- IV. Prepare a detailed work plan and budget breakdown for approval prior to implementation.

WP1 Deliverable: A communication and marketing strategy document covering audience segmentation, key messages, channel selection and a campaign timeline, accompanied by a work plan for GIZ and mNotify's approval.

WP1 Expected Outcome: GIZ and mNotify have a shared, agreed basis for the campaign, with realistic targets for reach, engagement and user growth against which subsequent work packages can be measured.

WP1 Keynote: The strategy should be grounded in the platform's existing data (active chats, messages, unique users) rather than assumptions, and targets should be specific enough to allow verification at the end of the assignment.

Work Package 2: Content and Creative Production

WP2 Objective: To produce a coherent set of promotional and creative materials that communicate GEPBot's purpose and value clearly, consistently and in a form suited to each intended channel and audience.

WP2 Tasks

- I. Produce explainer videos that demonstrate GEPBot's features and value to entrepreneurs.
- II. Develop jingles in at least three languages, including relevant Northern Ghana languages, for use across radio and digital channels.
- III. Design e-flyers communicating specific messages, including feature updates, opportunities and institutional partnerships.
- IV. Design and produce pull up banners, billboards, branded t-shirts and stickers for use at events, offices and public spaces.
- V. Ensure all materials carry consistent branding and messaging aligned with the agreed communication strategy.

WP2 Deliverable: A complete set of campaign materials comprising explainer videos, jingles produced in at least three languages including relevant Northern Ghana languages, e-flyers, pull up banners, billboards, branded t-shirts and stickers, all carrying consistent branding and messaging approved by GIZ.

WP2 Expected Outcome: GEPBot has a recognisable and consistent public identity across print, broadcast and digital formats, giving the subsequent digital marketing, media and outreach work packages a strong set of materials to draw on.

WP2 Keynote: Materials should be tested with a small sample of the intended audience, particularly non-urban entrepreneurs, before full production, to confirm that the language and format used are genuinely accessible rather than assumed to be.

Work Package 3: Digital Marketing and Media Campaign

WP3 Objective: To build sustained public awareness and engagement with GEPBot through paid digital promotion, online media coverage and radio appearances, reaching audiences across both urban centres and Northern Ghana.

WP3 Tasks

- I. Implement a sustained digital marketing campaign across relevant social media platforms, including paid boosting over the campaign period.
- II. Secure and coordinate online media placements, including press releases with established Ghanaian digital news outlets.
- III. Arrange radio appearances and in studio interviews to raise awareness among a wider public audience, including listeners outside major urban centres.
- IV. Monitor engagement across all digital and media channels and adjust the campaign approach where needed.

WP3 Deliverable: A completed digital marketing and media campaign comprising social media boosting across the agreed platforms over the campaign period, monthly press releases with established Ghanaian digital news outlets, and radio appearances and in studio interviews, together with a summary of engagement results achieved.

WP3 Expected Outcome: A measurable increase as agreed with GIZ in GEPBot's visibility and traffic, with awareness extending beyond the platform's existing user base into audiences that had limited or no prior exposure to the chatbot, including listeners and readers outside major urban areas.

WP3 Keynote: Engagement across platforms should be tracked from the outset so that underperforming channels or messages can be adjusted mid campaign rather than only assessed at the end.

Work Package 4: Outreach to Intermediaries and Institutions

WP4 Objective: To extend GEPBot's reach beyond individual users by securing engagement from business associations, sector intermediaries, government agencies and development partners who can further disseminate the platform within their own networks.

WP4 Tasks

The campaign shall include a structured programme of inperson and virtual outreach to business associations, sector intermediaries, and relevant networks, complementing the campaign's digital marketing and media activities. In collaboration with mNotify and GIZ, the contractor shall:

- I. Identify and engage business associations, sector intermediaries, government agencies and development partners that can further disseminate GEPBot within their networks.
- II. Facilitate the integration of GEPBot as an embedded widget on partner platforms, where feasible.
- III. Support outreach activities in Northern Ghana to reach agribusinesses and women- and youth-led enterprises, in coordination with PSInno's regional priorities.
- IV. Document institutional partnerships established during the campaign for future reference.

The in-person engagements shall cover at least ten associations or groups nationwide, distributed as follows:

- At least 3 associations and/or gatherings in Northern Ghana.
- At least 1 association and/or gatherings in Ashanti Region.
- At least 5 associations and/or gatherings in Accra.
- At least 1 association and/or gatherings in Takoradi.

In addition to the in-person coverage, the contractor shall conduct as many virtual outreach engagements as feasible with business associations and sector intermediaries, including a small, targeted number of European associations with an interest in Ghana's entrepreneurship and business environment, such as bilateral chambers of commerce. These virtual engagements are intended to extend GEPBot's visibility beyond the geographic reach of the in-person activities, at minimal additional cost.

Priority in selecting associations and intermediaries, whether for in-person or virtual engagement, shall be given to those with broad and active networks of SMEs and entrepreneurs, established communication channels, and the ability and willingness to promote GEPBot to their members. Where appropriate, preference shall also be given to associations and intermediaries already working with GIZ or MoTAI.

WP4 Deliverable: A record of institutional partnerships and engagements established during the campaign, including any partner platforms on which GEPBot has been embedded, along with a summary of outreach activities conducted in Northern Ghana targeting agribusinesses, women and youth led enterprises. The following deliverables are required:

- At least 15 institutional partnerships established with business associations, intermediary organisations, government agencies and development partners;
- At least 5 partner platforms embedding or linking to GEPBot;
- Outreach activities conducted in at least 3 regions, including Northern Ghana.
- At least 2 international actors with an interest in Ghana's economic space and their multiplier organisations, such as the Ghanaian German Chamber of Commerce and Industry (AHK), who can extend awareness of GEPBot to foreign investors and partners

WP4 Expected Outcome: GEPBot becomes embedded in the referral and information sharing practices of at least 15 intermediary organisations and partner institutions, with **at least 5 partner platforms** embedding or linking to GEPBot, thereby creating sustainable dissemination channels that continue to expand the platform's reach beyond the life of the campaign.

WP4 Keynote: Priority should be given to organisations with the greatest potential to reach more users and to those already working with PSInno or MoTAI where relevant.

Work Package 5: Podcast Series Production – The Entrepreneur’s Compass

WP5 Objective: To produce a podcast series that extends GEPBot's reach beyond the chatbot itself, giving entrepreneurs practical guidance on business growth, compliance and available support in a format that builds trust and keeps them returning to the platform.

WP5 Tasks

In collaboration with mNotify and GIZ,

- I. Produce The Entrepreneur's Compass, a ten-part podcast series featuring conversations with entrepreneurs, business leaders, policymakers and ecosystem enablers.
- II. Develop episode themes covering business startup, access to finance, regulatory compliance, government and private sector support programmes, and innovation.
- III. Coordinate recording, editing and distribution of episodes across relevant platforms.

WP5 Deliverable: An approved ten part podcast series featuring entrepreneurs, business leaders, policymakers and ecosystem enablers, with agreed episodes recorded, edited and distributed across relevant platforms.

WP5 Expected Outcome: Entrepreneurs gain access to practical, real-world insight that complements the policy information available through GEPBot, while the series itself drives additional traffic to the platform.

WP5 Keynote: Guests should be selected to reflect a genuine range of sectors and regions, including Northern Ghana, rather than concentrated among a small number of Accra based voices, so the series speaks credibly to the full target audience.

Work Package 6: Monitoring, Evaluation, Learning and Reporting

WP6 Objective: To track the performance of the campaign against agreed targets throughout implementation, and to use these findings and user feedback to adjust the approach where needed, and to inform GIZ and mNotify on results achieved and lessons learned.

WP6 Tasks

The consultant is expected to develop a results-based M&E plan for tracking all activities across all work packages. The plan must be approved by GIZ at the start of the project.

- I. In collaboration with mNotify, track campaign performance indicators, including active chats, total messages, unique users and reported issues, drawing on the GEPBot admin dashboard.
- II. Review user engagement data at agreed intervals against the targets set in Work Package 1, and recommend adjustments to content, channels or outreach where performance falls short.
- III. Prepare periodic progress reports for GIZ and mNotify detailing activities undertaken, results achieved and challenges encountered.
- IV. Capture lessons learned during implementation, including which channels, messages and partnerships proved most effective in reaching target audiences.
- V. Submit a final campaign report summarising outcomes against the objectives and specific objectives set out in this assignment, together with recommendations for sustaining momentum beyond the consultancy period.

WP6 Deliverable: Periodic progress reports covering the campaign period, and a final campaign report presenting results, lessons learned and recommendations for continuation.

WP6 Expected Outcome: GIZ and mNotify have a clear, evidence based understanding of what the campaign achieved, what worked and what did not, and a practical basis for deciding how GEPBot's promotion should continue once the consultancy ends.

WP6 Keynote: Reporting should go beyond activity counts to explain what the data indicates about audience reach and behaviour, so that the findings are genuinely useful for future decisions rather than a simple record of tasks completed.

Campaign Principles, Target Audience and Campaign Coverage

Campaign Principles

The following principles should guide the overall setup of the campaign:

- The campaign is broadly targeted at entrepreneurs and SMEs operating in Ghana's formal and informal sectors, including agribusinesses and digital economy businesses in Northern Ghana, who stand to benefit from clearer access to entrepreneurship policy information through GEPBot.
- The campaign should focus on building awareness of GEPBot's existence and features while equipping entrepreneurs to use the platform confidently, so that they can access accurate policy guidance rather than relying on informal or outdated information.
- To maximise impact, the campaign should employ a mix of digital and non-digital channels, including social media, online media, radio, jingles, e-flyers, billboards, branded materials and a dedicated podcast series, in reaching audiences across different regions and levels of digital literacy.

Target Audience

The campaign will focus on diverse demographic groups, including:

- Urban and rural entrepreneurs and SME owners.
- Women and youth led enterprises, particularly in Northern Ghana.
- Business associations, sector intermediaries and innovation hubs able to further disseminate GEPBot within their networks.

- Government agencies and development partners engaged in entrepreneurship support and business environment reform.
- To a lesser extent, international actors with an interest in Ghana's economic space and their multiplier organisations, such as the Ghanaian German Chamber of Commerce and Industry (AHK), who can extend awareness of GEPBot to foreign investors and partners engaging with Ghana's entrepreneurship ecosystem.

Campaign Coverage

Campaign activities will be carried out nationally, with particular emphasis on Accra, Tamale and other business centres in Ghana, over an active running period to be agreed with GIZ and mNotify at the start of the assignment, in line with the timeline set out in the Work Package 1 strategy document.

Consultancy Project Management

The consultant is required to adhere to the following project management and reporting requirements to GIZ at specified intervals throughout the contract period:

Inception Report to GIZ: Due within 3 weeks of contract signing, this report should present the consultant's detailed understanding of the assignment, a refined work plan with updated milestones, a risk assessment, and the proposed monitoring framework with baseline values where applicable.

Bi-Weekly Updates with GIZ: The consulting team is required to hold bi-weekly check-in meetings (virtual and in-person) with the GIZ PSInno project team throughout the contract period. These sessions serve as a regular touchpoint for progress updates, early identification of challenges, coordination on upcoming activities, and alignment on any adjustments to the work plan.

Midterm Progress Report to GIZ: Due at the end of Months 4, the report should provide a concise update on progress against milestones, expert day utilisation, emerging challenges, risk mitigation measures, and any adjustments to the work plan.

Final Report to GIZ: Due at least two weeks before the end of the contract period. The final report should provide a comprehensive account of all work packages, outputs delivered across all work packages, an assessment of results achieved against indicators, challenges, lessons learned, potential opportunities and recommendations for sustaining and building on the results of the consultancy beyond the contract period.

Quality Assurance: The consultants are responsible for ensuring the quality of all outputs delivered under this contract. Quality assurance measures should include direct collaboration and validation of output by GIZ and mNotify, and incorporation of feedback from GIZ within agreed timelines. GIZ reserves the right to request revisions to any output that does not meet the required standard, and the consultant is expected to incorporate feedback promptly and without additional cost.

Risk Monitoring: The consultants should maintain a live risk register throughout the contract period, identifying key risks to delivery across all work packages and documenting mitigation measures. Risks should be reviewed and updated at each quarterly reporting point. Key risks to monitor include low engagement from member hubs, delays in board decision-making, and changes in the broader policy or funding environment affecting GHN's operations.

Communication

All communication between the consultant, mNotify and GIZ shall be conducted in accordance with GIZ's communication guidelines and standards. This includes written correspondence, presentation of outputs, use of GIZ branding and templates where required, and engagement with media or the public on matters related to the consultancy. The consultant should ensure that all communication is professional, timely, and appropriately cleared with GIZ before dissemination to external audiences. The consultant shall:

- Provide photos from the campaign and marketing activities in accordance with GIZ standards
- Work with the communication team within GIZ to produce publishable content for GIZ social media.

Contribution to PSInno Results Framework

The outputs and results of this consultancy are expected to contribute directly to PSInno's Output 1, which focuses on strengthening the capacity of intermediary organisations and business development service providers to deliver quality support to enterprises and innovation ecosystems in Ghana.

Milestones and Deadline for the Consultancy

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones	Deadline
Inception Report with work plan	30 th September 2026
Midterm report	January 2027
Final Reporting to GIZ	30 th September 2027

Period of assignment: from 15th September 2026 to 30th September 2027.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter **Error! Reference source not found.** Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter **Error! Reference source not found.** (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines); Lead the design, coordination and delivery of the entire communication and marketing campaign, ensuring all work packages are executed to schedule and to the required standard.

- Coordinating and ensuring communication with GIZ, partners and others involved in the project; serving as the main point of contact with GIZ, and mNotify throughout the assignment.
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments.
- Regular reporting in accordance with deadlines
- Oversee the preparation and submission of all quarterly progress reports and a final report to GIZ and mNotify, consolidating inputs from all work packages.

Qualifications of Team Leader

Education/training: An advanced degree or equivalent postgraduate qualification in communications, marketing, business administration or a related field.

Language: C1-level language proficiency in English.

General professional experience: Minimum of **15 years** of progressively responsible experience in strategic marketing, communications, or public awareness campaigns.

Specific professional experience: At least **12 years** leading multidisciplinary communication or marketing teams.

- Proven experience designing and implementing integrated communication campaigns at national, regional, or international levels.
- Demonstrated experience managing campaigns involving:
 - Behaviour change communication
 - Public awareness
 - Digital marketing
 - Stakeholder engagement
 - Media relations
 - Social media
 - Event communications
- Experience coordinating multiple consultants, creative agencies, media houses, and external stakeholders.

Development cooperation (DC) experience: Experience working with donor-funded programmes (e.g., GIZ, World Bank, UN agencies, AfDB, EU, USAID) is highly desirable

Key Expert 1: Graphic Designer

Tasks of Graphic Designer

- Design all visual campaign materials, including e flyers, pull up banners, billboards, branded t shirts and stickers.
- Develop consistent branding and visual guidelines to be applied across all materials and channels.
- Support the production of explainer videos with relevant visual assets, layouts and graphics.

- Prepare materials in formats suited to each channel, including print, broadcast and digital platforms.
- Revise materials in response to feedback from the Team Lead, GIZ and mNotify.

Qualifications of Graphic Designer

Education/training: Bachelor's degree in Graphic Design, Visual Communication, Multimedia Design, Fine Arts, Digital Media, Communication Design, or a related field.

Language: C1 -level language proficiency in English

General professional experience: Minimum of 5 **years** of progressively responsible experience in graphic design, branding, and visual communications.

Specific professional experience: Demonstrated experience developing creative assets for mainstream, digital and print media, including:

- Social media campaigns
- Marketing collateral
- Reports and publications
- Infographics

Development Cooperation (DC) experience: Experience working on donor-funded projects, development programmes, government institutions, or international organizations is desirable.

Key expert 2: Media Engagement and Management Expert

Tasks of Media Engagement and Management Expert

- Develop and manage the jingle production process, including scripting and coordination of voice overs in at least three languages.
- Secure and coordinate online media placements, including monthly press releases with established Ghanaian digital news outlets.
- Arrange and manage radio appearances and in studio interviews.
- Plan and oversee the digital marketing and social media boosting campaign, monitoring engagement and recommending adjustments where needed.
- Support production and distribution of the podcast series, including guest coordination.

Qualifications of Media Engagement and Management Expert

Education/training: A minimum of a Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Digital Media, Business Administration or related field. A Master's degree in Marketing, Strategic Communications or Digital Marketing is an advantage.

Language: C1 -level language proficiency in English

Specific professional experience: Minimum of **10 years** of experience in strategic communications, marketing, stakeholder engagement or public awareness campaigns.

- Demonstrated experience designing communication strategies for digital innovation or technology-related projects.
- Experience producing communication materials including brochures, flyers, social media content, promotional videos and event branding.
- Proven experience planning and managing stakeholder engagement activities, workshops and public events.
- Experience implementing outreach campaigns targeting MSMEs and business communities.
- Knowledge of digital marketing tools and analytics.
- Excellent writing, editing and presentation skills.
- Experience working on donor-funded development communication projects will be an added advantage.

Development Cooperation (DC) experience: Demonstrated experience managing donor-funded projects financed by organizations such as GIZ, World Bank, AfDB, UN agencies, EU or similar development partners.

5. Costing requirements

Assignment of personnel and travel expenses

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence

All business travel must be agreed in advance by the officer responsible for the project.

Sustainability aspects for travel

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

	Number of experts	Number of days per expert	Total	Comments
Designation of Team Lead	1	20	20	
Designation of Expert 1 (Graphic Designer)	1	10	10	
Designation of Expert 2 (Media Engagement & Management)	1	10	10	
	Quantity	Number per experts / Persons	Total	Comments
Promotional Materials				
Explainer videos	2		2	Production
Jingles	3		3	Production
Pull-up Banners	5		5	Production
e-Flyers	50		50	Design with different messages
T-shirts	70		70	Design and print
Stickers	200		200	Design and print
Billboards	5		5	3 in Accra, 2 in Tamale for 3 months period
Digital Marketing	288		288	\$50 per boost for 3 platforms - 2x a week for 12 months
In-studio Appearance	2		2	1 appearance each on one top-tier English and local language station
Podcast	10		10	Production and editing of content
Press Releases	36		36	1 release per month each on 3 top tier

				online news portals or platforms for 12 months
Other costs	Quantity	Price	Total	Comments
National Flights	4	-	GHS 45,600	Calculate average flight cost for 3 persons. 2 flights to Tamale, 1 each for Kumasi and Takoradi
Accommodation	8	600 GHS	4,800	Calculate an average cost of accommodation for a total of 8 nights for 1 consultant at maximum daily cost at GHS 600
Transportation (Fuel)	1	10,000 GHS	10,000	For all consultants' travel needs

Payment Structure

The consultant will be paid according to the following structure:

- 40% advance payment (upon contract signing)
- 40% interim payment (upon submission of mid-term report)
- 20% final payment (upon submission of final report and supporting documentation)

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 15 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will

be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.