

EXPRESSION OF INTEREST

CONSULTANCY FOR 360 COMMUNICATION SERVICE

CONSULTANCY FIRMS REQUIRED

The Private Sector and Innovation Promotion in Ghana (PSInno) programme is an innovation-driven initiative commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is jointly implemented by the Ministry of Trade, Agribusiness and Industry (MoTAI) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The programme aims to strengthen the competitiveness of companies in Ghana, thereby creating employment and income-generating opportunities, particularly within the agriculture and digital economy sectors, especially for women and youth, with a strong focus on northern Ghana.

PSInno pursues an integrated approach to both promoting resilience and economic development in agricultural value chains in northern Ghana and fostering the digital economy. The multi-level approach incorporates ensures that companies can operate more productively and cost-effectively through effective framework conditions, supported by the utilization of technical and entrepreneurial skills, as well as incorporating innovations in business processes, products and services.

Given its emphasis on innovation, private sector development, and inclusive economic growth, effective communication and strategic stakeholder engagement are essential to increase public awareness, strengthen visibility, and promote the programme’s objectives and achievements especially in the northern regions. Strategic engagement will play a key role in amplifying programme activities, showcasing success stories, and fostering informed dialogue around innovation, digital transformation, and agribusiness development in Ghana.

Against this backdrop, PSInno seeks to engage the services of a qualified communication firm to support the implementation of selected communication activities under the project. The objective is to strengthen the visibility of the project, enhance stakeholder engagement, and ensure the effective dissemination of project achievements and key messages to target audiences.

The communication firm will work closely with the PSInno project team to develop and implement communication activities, produce high-quality communication materials, support media engagement, manage digital communication efforts, and provide strategic communication support to enhance the overall visibility and impact of the project.

The contractor is responsible for providing the following services:

- Develop and implement integrated communication activities that enhance the visibility of the programme and the contributions of German Development Cooperation.
- Produce high-quality communication products, including graphic designs, photography, videography, motion graphics, animations, social media content, publications, and other multimedia materials for digital and print platforms.
- Plan and execute media engagement activities, including media outreach, coordination of press conferences, publication of press releases and articles, and media relations to maximise programme visibility.
- Provide communication support for programme events, workshops, launches, campaigns, and stakeholder engagements through documentation, branding, live coverage, and post-event communication.
- Manage and maintain the programme’s digital communication presence by creating engaging content tailored for platforms such as LinkedIn, Facebook, Instagram, YouTube, and other relevant channels.
- Monitor, analyse, and report on communication activities, including media coverage, digital engagement, communication performance, and lessons learned, while providing recommendations for continuous improvement.
- Ensure that all communication products comply with GIZ’s corporate design, branding, accessibility, and quality standards, and are delivered in the required formats for both web and print use.

Experience and Qualifications of the Consultancy firm:

- Business registration, VAT Registration, SSNIT Registration.
- Proven experience in developing and implementing strategic communication campaigns with documented results in audience engagement, awareness creation, and behaviour change.
- Demonstrated expertise in developing communication strategies, creative content, and multimedia products, including professional videography, photography, graphic design, and audiovisual storytelling tailored to diverse audiences and communication channels.
- Strong track record in media relations, stakeholder engagement, and strategic outreach, including the production of high-quality photo and video documentation, interviews, documentaries, impact stories, and digital content
- Substantial experience delivering communication and visibility assignments in Northern Ghana, with a strong understanding of the local media landscape, audiences, cultural dynamics, stakeholder environment, and communication channels.

Interested consultancy firms with proven experience in this area of work are kindly requested to express their interest in the above-mentioned project.

Please send a Letter of Interest (LoI) with the following documents:

- Official letter expressing interest
- Profile of firm and CV/portfolio of the proposed team (indicating the relevant experience and qualifications)

How to apply

a. Commercial Qualification

Please send the following documents:

- Official letter expressing interest (LoI)
- Company profile
- Tax Clearance Certificate
- Business Registration Certificate
- Declaration of Business Ownership by General Manager (Inclusion of Form A for Sole Proprietorship or Form 3 for Limited Liability)
- VAT Registration Certificate
- SSNIT Clearance Certificate
- other relevant supporting documents

b. Technical Proposal & CV/portfolio of the consultants (indicating the relevant experience and qualifications)

c. Financial Proposal

PLEASE NOTE: THE CURRENCY OF YOUR OFFER SHOULD BE IN GHANA CEDIS

ALL PROSPECTIVE BIDDERS ARE REQUIRED TO PERFORM THEIR TAX OBLIGATIONS IN GHANA.

NOTE: Kindly Visit the link below for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals

<https://www.giz.de/en/regions/africa/ghana/tenders>

Tender documents should be named according to the above in their respective folders (A- Commercial Qualification, B- Technical Proposal & CV/portfolio, and C- Financial Proposal) and put into another folder and Zip folder named as:

“Expression of Interest for “7000023584 / G-018082-001 / Consultancy for 360 Communication Service”

This tender will be accepted ONLY via email (gh_quotation@giz.de)

- Please note that failure to comply with the above instructions, as well as submission to other e-mail addresses than the one mentioned, will lead to the disqualification of the bid

Bidding Conditions to all Bidders

- The deadline for submission is **01.10.2026 until 11:59 PM.**
- GIZ is not responsible for the failure of electronic delivery of e-mail messages to the address provided, whether due to technological problems on the part of GIZ or the applicant.
- This invitation to tender does not bind GIZ in any way. The contractual obligation of GIZ only begins with the signing of the contract with the successful bidder. Until the contract is signed, GIZ may either abandon or cancel the award procedure, without the candidates or bidders being entitled to claim any compensation.
- All costs associated with the preparation and submission of bidders are to be borne by the bidders and cannot be reimbursed.
- Financial bids should be valid for a period of three months from the date of submission.
- Please consider your bid unsuccessful if you do not hear from us after four weeks from the deadline of submission

“Please note that participating in a tendering process of GIZ is free of charge for bidders.

At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.

Kindly Note by sending in your offer, you are agreeing to the GIZ General Terms and giving us the consent to process your company data.

ONLY SHORTLISTED FIRMS WILL BE CONTACTED