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Please address all correspondence to the  
Chief Executive Officer

Government of Samoa  
**Ministry of Agriculture and Fisheries**

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**REQUEST FOR EXPRESSIONS OF INTEREST  
(INDIVIDUAL CONSULTING SERVICES)**

Date : 18<sup>th</sup> April, 2023

***SAMOA AGRICULTURE AND FISHERIES PRODUCTIVITY AND MARKETING PROJECT  
(SAFPROM)***  
Grant No.: D438-WS

**Assignment Title: Communication Specialist**  
**Reference No. WS-MAF-337892-CS-INDV**

The Government of Samoa ("GoS") has applied for financing from the World Bank towards the cost of the Samoa Agriculture and Fisheries Productivity and Marketing Project (SAFPROM), and intends to apply part of the proceeds for the following consulting services.

The consulting services ("the Services") include supporting the Ministry of Agriculture and Fisheries (MAF) in ensuring that information related to SAFPROM reaches farmers, as well as the private and public sectors. The Communication Specialist will ensure that relevant information pertaining to the implementation of activities regarding SAFPROM is clearly communicated to all potential users of the information; especially to the women farmers and youths

The detailed Terms of Reference ("TOR") can be obtained at the address given below.

The MAF now invites eligible individuals ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. To apply, please provide a cover letter and attach a curriculum vitae with a full description of experience in similar assignments, similar conditions, relevant to the assignment described in the TOR. Individual Consultants employed by Firms' may express interest through the Firm for the assignment and, under such situation, only the experience and qualifications of the Consultant shall be considered in the selection process. The criteria for selecting the Consultant are:

**Mandatory:**

1. Minimum of a Bachelor's Degree in journalism, communications, marketing or a related field;
2. At least 5 years of work experience in the field of media relations, journalism or/and communication or marketing;
3. Outstanding communication, networking and negotiations skills;
4. Excellent composing, editing, graphic and computer skills and experience in preparing communication materials for outreach efforts - in particular to farming communities;
5. Ability to manage time and meet target deadlines;
6. Experience in dealing with farming communities would be an advantage;
7. Experience in web design.
8. Be fluent in both English and Samoan;
9. Understand the local cultural protocols.

**Desirable:**

1. Displays cultural and gender sensitivity and be adaptable to different situations;

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".....Empowering sector stakeholders, building resilience and inspiring growth....."

2. Builds strong relationships with internal and external actors;
3. Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative;
4. Demonstrates openness to change and ability to manage complexities.

The successful consultant must have current Samoan business licence, or obtain one prior to commencement of the assignment, in accordance with the Business Licence Act 1998.

The attention of interested Consultants (including Individual Consultants nominated by Firms) is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016, revised November 2017 and August 2018 ("the Regulations"), setting forth the World Bank's policy on conflict of interest.

Expressions of interest must be delivered in a written form to the address below (in person or by email) by **5.00 pm** (Apia local time) on **8<sup>th</sup> of May 2023**. Email submissions should not exceed 4Mb and a read receipt should be requested.

The Chief Executive Officer,  
Ministry of Agriculture and Fisheries  
Level 4, TATTE Building

**Copy:**

Ausialemanaia Faapusa Semisi-Tovio

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Dr Seuseu Tauati  
Chief Executive Officer