

Society for the Conservation of Nature of Liberia (SCNL)

Henry's Compound, Opp. German Embassy, Tubman Boulevard, Congo Town,

P. O. Box 2628 Monrovia, Liberia, West Africa

☎: (+231) 886-573-612/0555831170/0777822456

E-mail: info@scnlliberia.org

Website: www.scnlliberia.org



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Terms of Reference

National Consultancy to Develop a Project Knowledge Management and Communications Strategy (including gender, equality and inclusion aspects)

Position and Assignments:

Project Title:	Strengthening Conservation and Effective Governance of Liberia's Critical Forests in the Northwest Liberia Landscape
Executing Agencies:	Environmental Protection Agency of Liberia Society for the Conservation of Nature of Liberia
GEF ID:	11144
Location:	Monrovia, Liberia (with travels to the Northwest Landscape if required)
Duration:	35 days after awarding contract
Date:	June 1, 2026

Project Background

The Government of Liberia, through the Environmental Protection Agency of Liberia, in collaboration with the Society for the Conservation of Nature of Liberia, received funding from the Global Environment Facility (GEF) through Conservation International GEF Agency (CI-GEF) to implement a five-year project titled *“Strengthening Conservation and Effective Governance of Liberia’s Critical Forests in the Northwest Liberia Landscape”*. The project’s objective is to enhance ecosystem services and improve socioeconomic conditions in Northwest Liberia by promoting integrated and inclusive management of intact forest landscapes, including protected areas, and supporting collaborative transboundary watershed management through five components: 1: Establishment of proposed protected areas and promote the effective management of existing protected areas; 2: Promotion of innovative climate-resilient and conservation-friendly livelihoods and enterprises; 3: Strengthening transboundary watershed and forest landscape management; 4: Capacity building and strengthened collaboration, learning, and knowledge sharing; 5: Monitoring and Evaluation (M&E) Framework. For more information about the project, please refer to this link [HERE](#).

The results of this project will contribute to the success of the [Guinean Forests Integrated Program](#) (GFIP), aligning with the program's objectives to promote sustainable forest management and environmental resilience across the region.

Conservation International, as the Implementing Agency, will perform technical and financial project oversight and supervision, assuring compliance of the project with GEF policies and procedures as well as monitoring and evaluation of the project activities. The Environmental Protection Agency of Liberia, the Executing Agency, will take the lead role in monitoring the Project to ensure oversight and maintain strategic focus. SCNL, as the executing agency support partner, is the direct grantee

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and will co-execute the project and lead the field execution of project activities. SCNL will also support the reporting and monitoring of project activities and host the Project Management Unit (PMU). SCNL will implement components 1, 4 and 5 in collaboration with the EPA and FDA. Partners in Development (PADEV) and The Nature Compact (TNC) are the two implementing partners or sub-grantees on the project for components 2 and 3 respectively.

To maximize impact and ensure that lessons learned inform broader conservation efforts, the project requires a Knowledge Management and Communications Strategy. This strategy will serve as a guiding framework for capturing, managing, and disseminating project knowledge, results and lessons to stakeholders from community to international levels, integrating gender equality and social inclusion at its core. The strategy will also align with the project with CI-GEF and GFIP knowledge-sharing requirements, ensuring Liberia's experiences contribute to regional learning and vice versa.

Objective of the Assignment

The primary objective is to hire a qualified National Consultant to develop a comprehensive Knowledge Management and Communications Strategy (KMC Strategy) for the project. This strategy will provide a structured approach to systematically capture lessons learned, best practices, and data generated by the project, and to communicate them effectively to diverse audiences, including local communities, government agencies, donors, and regional partners.

Specifically, the KMC Strategy aims to:

- Define clear processes for knowledge capture and learning: Establish mechanisms for documenting project experiences (successes, challenges, innovations) and feeding lessons learned back into adaptive management.
- Strengthen communications and outreach: Outline targeted communication approaches and key messages to share project results broadly (locally, nationally, regionally), promoting inclusive participation and awareness.
- Integrate gender equality and social inclusion (GESI): Ensure that both knowledge management and communications components are gender-responsive and inclusive, addressing barriers to women's participation and highlighting gender- and inclusion-related achievements.
- Align with GEF/CI-GEF and GFIP requirements: Ensure compliance with CI-GEF Project Agency guidelines on knowledge and learning and facilitate linkages with the Environmental Knowledge Management System (EKMS), hosted by the EPA, and the GFIP's broader knowledge-sharing platforms and annual forums.
- Serve as a practical tool for the Project Management Unit (PMU) and partners: Provide user-friendly guidance that the PMU, EPA, SCNL, and stakeholders can implement to effectively share knowledge and communicate project progress, fostering ownership and sustainability.

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Scope of Work

The Consultant will be responsible for designing and delivering a Knowledge Management and Communications Strategy (KMC Strategy) that is practical, inclusive, and aligned with GEF/CI-GEF requirements, the project document, and Liberia's context. The scope of work includes, but is not limited to, the following components:

1. Knowledge Capture & Management Framework

The Consultant will develop a framework for systematically capturing project knowledge and lessons across all components. This framework should define the processes, roles, and tools to gather, document, and curate project data, experiences, and best practices.

Tasks:

- Review project documents (ProDoc, outcome 4.1.1, Gender Action Plan, Stakeholder Engagement Plan, including review of EPA/SCNL Gender Policy and Climate Change Gender Action Plan) to identify knowledge management needs and opportunities for leveraging existing platforms (e.g. EPA's Environmental Knowledge Management System).
- Design processes and templates for capturing lessons learned, case studies, and traditional knowledge from field activities and stakeholder engagements throughout the project lifecycle.
- Propose a knowledge repository structure (e.g. a digital library or database) and guidelines to ensure all project outputs (reports, data, media) are stored accessibly and in compliance with CI-GEF knowledge-sharing standards.

2. Communications Strategy & Dissemination Plan

The Consultant will design a robust communications strategy covering both internal and external communications, tailored to various target audiences and objectives.

Tasks:

- Identify key audiences (e.g. local communities, women, youth, national government and policy makers, regional GFIP partners, donors, CSOs, media, private sector actors and the general public) and develop audience-specific messaging and communication objectives.
- Map and recommend appropriate communication channels and products for each audience (e.g. community radio for local outreach, social media, press releases, policy briefs for decision-makers, webinars for regional sharing).
- Ensure communications align with CI-GEF and government visibility guidelines, including proper branding and acknowledgment of project partners/financiers.
- Outline a dissemination schedule to time key communication outputs with project milestones (e.g. launch events, mid-term results, success stories for annual forums).

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3. Integration of Gender, Equality & Inclusion

The Consultant will ensure that the KMC Strategy fully mainstreams gender equality and social inclusion, in line with the project's Gender Action Plan and commitment to inclusive participation.

Tasks:

- Operationalize gender-responsive communications: Develop guidelines for using gender-sensitive language and imagery, highlighting the roles and contributions of women and marginalized groups in project communications.
- Inclusive knowledge sharing: Identify and address barriers that women, youth, and other vulnerable groups may face in accessing information or participating in knowledge exchange (e.g. literacy, language, cultural norms) and propose measures (translation, targeted outreach, safe spaces) to overcome them.
- Ensure the strategy includes actions from the Gender Action Plan, such as designing a gender-sensitive knowledge management and communications action plan to reach diverse audiences including women and girls.

4. Knowledge Products & Tools

The Consultant will identify and plan for the development of key knowledge and communication products that effectively convey project learnings and achievements, with a focus on integrating gender, equality, and inclusion perspectives.

Tasks:

- Propose a set of knowledge products to be produced and disseminated (e.g. policy briefs, technical reports, infographics, case studies, success stories, short videos, toolkits), ensuring they incorporate gender and inclusion considerations in both content and format.
- Recommend how to integrate traditional knowledge and local experiences into knowledge products, highlighting best practices in community engagement, gender empowerment, and nature-based solutions from the project.
- Outline quality assurance and peer review processes for knowledge products to ensure accuracy, clarity, and relevance to target audiences.

5. Monitoring, Evaluation & Learning for KMC

The Consultant will integrate a learning-oriented M&E sub-framework within the KMC Strategy to track the effectiveness and impact of knowledge management and communication activities.

Tasks:

- Define indicators and targets to measure knowledge and communication outcomes (e.g. number of knowledge products developed/disseminated, stakeholder engagement in knowledge-sharing events, reach of communications, audience feedback), including sex-disaggregated data where applicable.

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- Develop feedback mechanisms (surveys, after-action reviews, analytics) for continuous improvement of communications and knowledge activities, allowing the project to adapt its strategy over time.
- Ensure alignment of this KMC M&E with the project's overall Results Framework and CI-GEF reporting requirements (e.g. contributions to annual Project Implementation Reports in the knowledge management section).

6. Compliance with CI-GEF & GFIP Knowledge Requirements

The Consultant will ensure that the KMC Strategy meets all relevant CI-GEF Project Agency guidelines and GFIP program expectations on knowledge and communications.

Tasks:

- Review CI-GEF policies on knowledge management and GEF's Knowledge & Learning Strategy to incorporate required elements (e.g. knowledge capturing for GEF's broader portfolio learning).
- Align the strategy with Guinean Forests Integrated Program (GFIP) knowledge-sharing mechanisms by defining linkages – e.g. participation in GFIP's learning platforms, contributing project lessons to the GFIP annual regional forums (Output 4.1.2), and coordinating with the GFIP Regional Coordination Project on cross-project learning.
- Provide compliance checklists or protocols to ensure ongoing adherence to GEF, CI, and national communication standards (e.g. environmental information disclosure, branding).

7. Stakeholder Engagement & Validation

The Consultant will ensure the KMC Strategy is developed through a participatory process and is user-friendly for all stakeholders, fostering buy-in and sustainability.

Tasks:

- Conduct consultations and interviews with key stakeholders (PMU members, EPA communications personnel, SCNL staff, community representatives, project partners) to gather insights on knowledge gaps, communication needs, and preferred channels.
- Facilitate a validation workshop to present the draft strategy to stakeholders (including the PMU (SCNL), EPA, Project Steering Committee members, community and women's representatives) for review and feedback.
- Incorporate stakeholder input and refine the strategy to ensure it is practical, culturally appropriate, and widely accepted. Provide a brief orientation/training session (e.g. to PMU staff and communications focal points) to familiarize them with implementing the final strategy.

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Key Expected Deliverables & Payment Schedule

The Consultant is expected to produce the following deliverables, each to be reviewed and validated by EPA/SCNL/CI-GEF and relevant stakeholders before final acceptance.

Milestone/Deliverable	Narrative Summary	Timeline (Days)	Payment (% of Contract Value)
Inception Report	Detailed methodology for developing the KMCS, including desk reviews, stakeholder consultations and validation processes, including the integration of gender equality and social inclusion; annotated table of contents; timelines of activities and milestones; and identification of risks and mitigation measures	Day 5	20%
Draft KMC Strategy	First full draft of the strategy with all sections and annexes	Day 20	40%
Validation Workshop	Presentation of the draft strategy, highlighting key sections; structured feedback sessions with stakeholders (EPA, FDA, PSC, PMU); documentation of comments, recommendations, and agreed revisions	Day 30	20%
Final KMC Strategy	Submission of Finalized Strategy with annexes, integrating stakeholders' input; clear instructions for use by PMU staff, partners, and stakeholders; and electronic and hard-copy versions delivered to SCNL	Day 35	20%

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Payment Modalities and Specifications:

20% upon satisfactory submission and approval of the Inception Report

40% upon satisfactory submission of first draft strategy along with annexes

20% upon satisfactory completion of the stakeholder validation workshop

20% upon satisfactory submission of the final strategy and acceptance with flexibility of responding to comments during review by the donor

Technical Evaluation Criteria & Scoring Matrix

Criteria	Weight (%)	Scoring Guide
Relevant Academic Qualifications	15%	Master's or higher in communications, knowledge management, environmental management, or a related field
Experience with GEF/Multilateral Projects	25%	≥7 years experience on similar projects with proven track record (experience developing KM/Communications strategies, including for GEF or other international agencies)
Knowledge of Liberia's Context	20%	Demonstrated understanding of Liberia's environmental sector, stakeholder landscape, and sociocultural context (including gender/inclusion issues) through previous work experience in Liberia, submitted application, and interview performance.
Methodology & Work Plan	25%	Clear, practical approach and work plan that are well-aligned with the TOR requirements
Strong written, analytical and communication skills	15%	Demonstrated strong written, analytical and communication skills based on the quality of the submitted application, samples of previous work, and interview performance.
Total	100%	

Management and Coordination

Effective management and coordination are critical to the success of this consultancy. The Consultant will operate under the overall guidance of the Project's Technical Lead (SCNL), who will serve as the primary point of contact and ensure alignment with project objectives, timelines, and donor requirements.

- a) **Oversight and Leadership:** The Project Technical Lead at SCNL will provide strategic oversight and day-to-day guidance to the Consultant. She will ensure that the consultancy's outputs align with the broader project framework (including GEF/CI-GEF knowledge management standards) and meet the required quality. The Consultant is expected to maintain open communication with the Technical Lead, including regular updates and submission of draft deliverables for review.

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- b) **Coordination with Key Institutions:** The Consultant will work closely with the Project Management Unit (PMU), which includes representatives of SCNL and EPA responsible for project execution. Coordination with the Environmental Protection Agency (EPA), particularly any communications or knowledge management focal points, and with the Project Steering Committee (PSC) will be facilitated through the Technical Lead. The Consultant should ensure that the KMC Strategy reflects the needs and roles of these institutions and that their inputs are sought during drafting and validation stages.
- c) **Stakeholder Engagement:** The Consultant will engage a wide range of stakeholders during the assignment, including government agencies (EPA, FDA, LLA, MOA, etc.), civil society organizations, academia, local community representatives (including women's groups and youth), and GFIP partners. This engagement will occur through interviews, focus group discussions, and the validation workshop, ensuring the strategy is informed by multi-stakeholder perspectives and is inclusive and contextually appropriate. The Consultant will document stakeholder inputs and demonstrate how these are integrated into the final strategy to enhance its relevance and buy-in.
- d) **Reporting and Communication:** The Consultant will provide regular progress updates to the Technical Lead (and possibly a small reference group if established) through email briefings or calls, as agreed in the Inception Report. Key deliverables (Inception Report, Draft Strategy, etc.) will be submitted in a timely manner as per the work plan. The Consultant should remain responsive to communications and be available for periodic virtual or in-person meetings, including any presentations to the PMU or stakeholders as needed.
- e) **Validation and Quality Assurance:** Draft outputs will be reviewed internally by SCNL/EPA and externally by stakeholders during the validation workshop. The Consultant is responsible for addressing all feedback and ensuring the final KMC Strategy meets the highest quality standards. The Technical Lead will certify that each deliverable meets the required quality and completeness before payments are processed.
- f) **Administrative Support:** SCNL will provide necessary logistical and administrative support to the Consultant. This includes access to all relevant project documents and reports, introductions to stakeholders, and assistance in organizing the validation workshop and any field visits required to the Northwest Landscape. If travel outside Monrovia is required for consultations or field insight, it will be arranged in coordination with SCNL/EPA and in accordance with project travel policies and budgets.

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7. Qualifications and Experience

- **Education:** Advanced degree (master's degree or higher) in Communications, Knowledge Management, Public Relations, Environmental Management, or a closely related field.
- **Experience:**
 - Minimum of 7 years of professional experience in developing knowledge management strategies, communication strategies or similar strategic planning documents for development or conservation projects.
 - Proven track records with GEF-funded projects or similar multilateral environmental initiatives is highly desirable (experience with CI-GEF or other GEF Project Agencies is an asset).
 - Demonstrated familiarity with gender mainstreaming and inclusion in the context of communications or knowledge projects will be an advantage.
 - Strong understanding of the Liberian environmental sector and stakeholder landscape (government structures, NGOs, community dynamics) is required.
- **Competencies**
 - Demonstrates integrity by modeling the SCNL values and ethical standards.
 - Flexibility and ability to operate in different cultural settings and with a variety of stakeholders.
 - High-level planning, organizational, and time management skills, including flexibility, attention to detail, and the ability to work under pressure to meet challenging deadlines.
 - Excellent interpersonal skills, including ability to establish strong cooperative relationships with partners.
 - Ability to quickly adapt to change, and to remain calm under pressure; and
 - Fluency in written and spoken English.
 - Exceptional technical writing and editing skills in English, with the ability to communicate complex information in a clear, concise, and accessible manner for diverse audiences.
 - Excellent communication and facilitation skills to engage stakeholders effectively during consultations and workshops.
 - Proficiency in relevant software or tools for document design, presentation, and data visualization is a plus.

8. Timeline

This consultancy is expected to be completed within 30 working days from the date of contract signature. The indicative schedule of deliverables is outlined above (Deliverables & Payment Schedule). The timeline may be slightly adjusted based on the actual start date, but the total duration

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should not exceed two calendar months. The Consultant must be available to start immediately upon contract signing and commit to the work plan deadlines for each deliverable.

9. Application Process

Interested individual consultants should submit the following:

- Letter of Interest
- Technical Proposal: Brief description of the proposed methodology and work plan for carrying out the assignment
- Curriculum Vitae highlighting relevant qualifications and experience.
- Financial Proposal: Total lump-sum contract amount in USD, inclusive of professional fees and any incidentals (travel and accommodation costs for any required field visits will be covered separately as per SCNL rules).
- At least 2 samples of similar previous work, and or a summary table of relevant assignments (and references if possible)

Submission of Applications:

Please submit the required documents mentioned above to:

The Finance & Administrative Manager
Society for the Conservation of Nature of Liberia (SCNL)
Henry's Compound, Opposite the German Embassy
Congo Town, Tubman Boulevard

or email: vacancy@scnlliberia.org

Deadline for Applications: **June 22, 2026.**

Late submissions will not be accepted. Only shortlisted candidates will be contacted for an interview or further discussion.

At any time before the deadline for submission of proposals, SCNL may, for any reason, modify the RFP documents by amendment, which will be posted to the SCNL website and/or communicated via email.

Qualified females and persons with disability are encouraged to apply.

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