

TERMS OF REFERENCE (TOR) FOR EXPERT COMMUNICATIONS CONSULTANT

GENERAL INFORMATION

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|-----------------------------------|--|
| Services/Work Description: | Development of the Ministry of Justice communications strategy |
| Employer: | Ministry of Justice |
| Contract Type: | Consultancy (Communications) |
| Duration: | 45 working days over 3 months (December 2025) |
| Expected Start Date: | 13 October, 2025 |

1. BACKGROUND

The Attorney General's Chambers and Ministry of Justice (MOJ) is a key institution of the Government of The Gambia mandated to provide legal advice to the State, represent the Government in courts, and promote and protect human rights, the rule of law, and access to justice. Headed by the Attorney General and supported by the Solicitor General, the Ministry operates through specialized departments such as Civil Litigation and International Law, Criminal Prosecutions, Legislative Drafting, Curator of Intestate Estates, Registrar General, and Companies Registry. It also provides ministerial oversight to statutory bodies including the Law Reform Commission, National Agency for Legal Aid (NALA), National Human Rights Commission (NHRC), Alternative Dispute Resolution Secretariat (ADRS), and the National Agency Against Trafficking in Persons (NAATIP).

The Ministry's Strategic Plan (2023–2027) underscores its vision of **“a nation anchored on respect for human rights, access to justice, and the rule of law”** and its mission **“to deliver the highest standard of professional legal services to the Government and the public, as efficiently as possible, while supporting adherence to the rule of law.”**

The MOJ is guided by core values of equity, integrity, transparency, professionalism, accountability, collaboration, excellence, and creativity. In alignment with The Gambia's National Development Plan and international obligations, the Ministry is committed to strengthening its institutional capacity, modernizing its service delivery, promoting good governance, and fostering public trust through inclusive and citizen-centered justice.

2. SCOPE OF THE WORK

The Ministry of Justice and Attorney General's Chambers seeks the services of a communications specialist to:

- Develop a comprehensive communication strategy aligned with government goals, emphasizing transparency, accuracy, and public awareness on justice and rule of law.
- Develop a 2026 communications workplan based on the communication strategy.
- Develop a Brand Manual, including standard communication templates.

3. EXPECTED OUTPUTS AND DELIVERABLES

| | Deliverables / Outputs | Estimated Duration | Approving Authority |
|---|--|-----------------------------------|-------------------------------------|
| 1 | A draft comprehensive communication strategy | Within 1 month, in November 2025 | Solicitor General & Legal Secretary |
| 2 | A baseline report on the public, as well as victims' opinions and expectations regarding the Government's communication efforts on Justice and Rule of Law Issues. | Within 1 month, in November 2025 | Solicitor General & Legal Secretary |
| 3 | A final communications strategy | December 2025 | Solicitor General & Legal Secretary |
| 4 | A Brand Manual, including standard communication templates | Within 2 months, in December 2025 | Solicitor General & Legal Secretary |

4. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The selected consultant will report to and submit deliverables to the Solicitor General & Legal Secretary, who would provide guidance and assess the quality of the deliverables. The consultant will be required to work closely with staff of the Ministry of Justice.

5. DURATION OF THE WORK

The duration of this contract is for 45 working days until December 2025.

6. QUALIFICATIONS REQUIRED FOR INDIVIDUAL CONSULTANT

To qualify, individuals are required to submit a detailed CV with at least 5 years of work experience in the area of expertise, as well as at least, an advanced degree.

a) Academic Qualifications

- A minimum of a Masters degree in media, film production, communications or journalism, or Bachelor's Degree with ten years of relevant experience.

b) Professional experience

- Five years professional experience in an area of specialization (writing, media production, visual journalism, photography, graphic design, editing, etc.).
- Substantial experience engaging with and collaborating with government, private sector or civil society and human rights stakeholders.
- Similar experience developing results-oriented communication products and material for the public or private enterprises.

c) Competencies

- Communication
- Working with People
- Drive for Results

d) Language and other skills

- Strong knowledge of English, including the ability to present clearly and concisely ideas and concepts in written and oral form.
- Capacity to communicate fluently with different stakeholders, and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and design applications such as Canva will be required.

Important Note:

Interested individuals are required to have the following professional and technical qualifications and only those who hold these qualifications will be shortlisted and contacted. Women, young people and/or Persons with Disabilities are encouraged to apply.

7. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, any qualified and interested bidder must submit a Technical and Financial Proposal. The Technical proposal must include a motivational letter, a proposed methodology to complete this consultancy, and CV. The Financial proposal should include the consultant's all-inclusive daily rate in GMD, taking into account all associated costs for the consultancy (including validation and other form of meetings)

Your meticulous attention to these details will be crucial in ensuring a thorough evaluation of your proposal. Accordingly, individuals will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a predetermined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:

- a. Technical Criteria weight is **70%**
- b. Financial Criteria weight is **30%**

| Criteria | Weight | Max. Point |
|--|--|------------|
| Technical Competence (based on CV and motivational letter) | 70% | 70 |
| Criteria A (Consultant): Evidence of qualifications - A minimum of a masters degree in media, film production, communications or journalism, or a Bachelor's Degree with ten years of relevant experience. | | 20 |
| Criteria B1: Adequate work experience – <ul style="list-style-type: none"> • Five years professional experience in an area of specialization • Substantial experience engaging with and collaborating with government, civil society, private sector and human rights stakeholders • Similar experience developing results-oriented communication products and material for the public or private enterprises | | 30 |
| Methodology – well-structured and written, demonstrating deep understanding of the assignment and local context knowledge | | 20 |
| The daily fees of the consultant in the financial proposal must be all-inclusive and take into account various expenses expected to be incurred during the contract, including: <ul style="list-style-type: none"> ○ The daily professional fee ○ Transportation costs ○ Communications, utilities and consumables ○ Life, health and any other insurance ○ Any other relevant expenses related to the performance of services under the contract | 30% | 30 |
| Total Score | Technical Score * 70% + Financial Score * 30% | |

9. EVALUATION METHODOLOGY

Contract award shall be made to the applicant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the cumulative highest score out of a predetermined set of weighted technical and financial criteria specific to the solicitation.

Only candidates obtaining a minimum of 70% from the maximum available technical score (70 points) would be considered for the Financial Evaluation. The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal and will be equal to 30. The proposal obtaining the overall cumulatively highest score after adding the score of the technical criteria and the financial proposal will be considered as the most compliant offer.

10. PAYMENT AUTHORITY

The qualified applicant shall receive his/her upon certification of the completed tasks as satisfactory by the Solicitor General & Legal Secretary , as per the following payment schedule:

| Payment Installment | Deliverables or documents to be delivered | Approval should be obtained | % of Payment |
|---------------------|--|---------------------------------------|--------------|
| 1 st | Submission of a draft communication strategy | Solicitor General and Legal Secretary | 50% |
| 2 nd | Submission of final communications strategy and Brand Manual | | 50% |

11. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of the Attorney General's Chambers & the Ministry of Justice.

12. HOW TO APPLY AND ANNEXES TO THE TOR

Technical and Financial proposals must be sent via email to info@moj.gov.gm no later than **10th October, 2025**.

Interested individuals are encouraged to read the Ministry of Justice's Strategic Plan 2021-2025 available for download here: moj.gov.gm

This TOR is approved by:

Signature:

Date:

Name and Designation: Hussein Thomasi, Solicitor General