

VACANCY– GOPA AFC, IRAM, AND BASA DEVELOPMENT INITIATIVES

Background of the Organizations

GOPA AFC GmbH is a private German consulting firm based in Bonn, founded in 1973, that works on agricultural, agribusiness, and financial development projects in developing and transition countries. It has implemented projects in more than 120 countries for clients including the EU, AFD, GIZ, KfW, the World Bank, and several development banks. The firm has worked extensively on the cassava value chain in Nigeria and Ghana, including the GIZ-funded SEDIN and AgriBiz programs. Part of the GOPA Group and certified to ISO 9001:2015 and ISO 14001:2015, it serves as the lead partner for this consortium.

IRAM (Institut de Recherches et d'Applications des Méthodes de Développement) is a Paris-based associative consultancy firm that has worked in international development since 1957, operating in about 40 countries with a multidisciplinary team of agronomists, economists, sociologists, and development specialists. It has a record of Expertise France contracts, including the AFIDEC project in Comoros, the PGE Gabes in Tunisia, and the PAGOF project in West Africa, as well as extensive technical assistance for AFD and the EU. Its cassava work includes value chain analysis and extension strategy development in the D.R. Congo. IRAM is the consortium partner.

BASA Development Initiatives (BDI) is a legally registered Liberian non-profit and non-governmental organization with a mission to empower women, youth, and communities through sustainable, locally led development that improves livelihoods, strengthens resilience, and advances inclusive social and economic growth. Its main intervention areas are agribusiness, environmental sustainability, education, youth and women empowerment, and health and nutrition. BDI has implemented work funded by the Global Environment Facility, the European Union, and GIZ. The EU-funded Cassava Transformation Project in southeast Liberia provided business support services and training in climate-smart agriculture and good agricultural practices across Maryland, Sinoe, and River Gee counties. BDI is built on the principle of local ownership, with Liberians championing their own development.

Project Background

The GOPA AFC–IRAM consortium, with its Liberian sub-contractor BASA Development Initiatives (BDI), is being awarded **"Strengthening the cassava value chain in Liberia – boosting sustainable production, processing, and market access"** (Lot 1), a technical assistance assignment tendered by Expertise France under the Liberia Private Sector Development Project and funded by the European Union. Cassava contributes about 23% of Liberia's agricultural GDP, but yields are low. The assignment addresses these gaps through five results across the value chain. Results 1 to 3 target the core segments: production, processing, and marketing. Results 4 and 5 operate at the meso level, focusing on service provision and stakeholder organization. Cross-cutting attention goes to food security, poverty reduction, gender, youth, and people with disabilities. A team of seven subject-matter specialists will deliver the work, covering value chain development, production, processing, marketing, finance, social inclusion, and monitoring and evaluation, and will be complemented by local experts and facilitators. The GOPA AFC–IRAM–BDI team is now recruiting a Team Leader / Senior Value Chain Expert (Cassava) to lead a team of international and Liberian experts.

Job Title: Communication and Visibility Expert

Location: Monrovia, with travel to Gbarpolu, Nimba, Grand Bassa, Margibi, and Rural Montserrado as required.

Project: Cassava Value Chain Component under the EU-funded Private Sector Development Project

Reporting to: Team Leader / Senior Value Chain Expert

Status: National / International

Duration: 6 months with renewal based on performance

Job Overview

The Communication and Visibility Expert develops and delivers the project's communication and visibility strategy in line with EU requirements. The role produces communication materials, documents results and stories from the field, manages the project's public presence, and ensures consistent branding and donor visibility across all activities. The Expert works closely with the Team Lead, technical specialists, and the M&E Specialist to translate project results into clear, accessible content for beneficiaries, partners, government, and the donor.

Key Responsibilities

- Develop and implement the project's communication and visibility plan in line with EU visibility guidelines.
- Produce communication materials, including press releases, newsletters, factsheets, brochures, and reports.
- Document project results, case studies, and success stories from the field, including photography and video.
- Manage the project's online presence and social media, where applicable.
- Ensure consistent branding and correct application of EU and consortium visibility requirements across all outputs.
- Organise and support events, workshops, field visits, and launches, including media engagement.
- Develop content tailored to different audiences: beneficiaries, partners, government, and the donor.
- Support technical specialists in presenting results clearly to non-technical audiences.
- Build the communication capacity of project staff and local partners.
- Maintain a library of photos, materials, and documentation for reporting and reuse.
- Contribute to project reporting and coordination with relevant stakeholders.

Required Qualifications and Experience

- Degree in communications, journalism, public relations, marketing, or a related field.
- Minimum of 5 years of experience in communication and visibility, preferably on donor-funded projects.
- Strong writing, editing, and content production skills in English.
- Experience producing communication materials across print, digital, and social media.
- Familiarity with EU visibility and communication requirements is an asset.
- Skills in photography, videography, or graphic design are an advantage.
- Prior experience in West Africa (preferably Liberia or neighboring countries) is highly desirable.

Preferred Profile

- Hands-on experience developing and delivering communication and visibility strategies for development projects.
- Experience documenting results and producing case studies and success stories from the field.
- Skills in graphic design, photography, and video production and editing.
- Experience managing social media and online platforms for organizations or projects.
- Familiarity with EU branding and visibility guidelines and reporting standards.
- Experience in the agricultural, rural development, or private sector context.
- Strong coordination and event management skills.
- Fluency in English; knowledge of additional regional languages is an advantage.

How to apply

Interested candidates should submit a CV and a cover letter to recruitment@basadev.org, with "**Communication and Visibility Expert**" in the subject line. The CV should detail relevant communication and visibility experience on donor-funded projects, and the cover letter should explain your suitability for the role and your availability. Please include the names and contact details of at least two professional references. Where available, attach or link to a portfolio of relevant work. Applications are reviewed on a rolling basis, so early submission is encouraged. The deadline for application submission is 28 September 2026 at 5pm. Only shortlisted candidates will be contacted.