

Terms of Reference (ToR)

Engagement of a consultant/ technical expert for the development of Information, education, and communication materials.

1. Introduction

Transparency International Ghana (TI-Ghana), the national chapter of Transparency International, is a non-partisan, non-profit organization committed to fighting corruption and promoting good governance. TI-Ghana works across sectors through strategic partnerships with government institutions, civil society, the private sector, and citizens to advance transparency, integrity, and accountability in public life.

As part of this commitment, TI-Ghana is implementing the **Strengthening the Rule of Law and Fight Against Corruption** project. This is a joint action co-funded by the European Union and the German Development Cooperation under the broader Participation, Accountability and Integrity for a Resilient Democracy (PAIReD) program. The project is being implemented in sixty PAIReD partner districts across Ghana, selected by the Ministry of Local Government and GIZ for their potential to advance good governance through transparency, accountability, inclusion, and innovation.

The project seeks to increase citizen participation in governance processes, particularly through the engagement of Civil Society Organizations (CSOs), including women and youth groups, civic educators, and the media. As part of this effort, TI-Ghana plans to develop awareness campaign messages on the Public Relations and Complaint Unit (PRCU) of the Judicial Service and the Police Professional Standards Bureau (PPSB) of the Ghana Police Service. These messages will help promote the use of official reporting channels and build public confidence in institutional accountability mechanisms.

2. Context

Despite the existence of formal mechanisms for reporting corruption, such as those provided by the Judicial Service, the Ghana Police Service, and Transparency International Ghana, public use of these channels remains limited. According to the 2019 Afrobarometer survey, more than sixty percent of Ghanaians believe that citizen involvement is essential in the fight against corruption. However, low participation rates indicate a gap in public awareness and civic education.

To address this challenge, the project will collaborate with the Judicial Service and the Ghana Police Service to improve public understanding of the roles and functions of the PRCU and PPSB. These institutions are key entry points for citizens to report cases of corruption and misconduct within the justice and security sectors. Raising awareness about how these units operate and how the public can use them is critical for strengthening public trust and encouraging the reporting of wrongdoing. To support this goal, TI-Ghana seeks to engage an expert communication consultant to design and develop clear, accessible, and targeted awareness campaign messages that will be disseminated through various media platforms.

3. Objectives of the Assignment

The objective of this assignment is to:

- Design and develop targeted awareness campaign messages for use in radio, TV, print, and social media.
- Enhance public knowledge on the roles and functions of PRCU and PPSB.
- Promote utilization of the existing corruption and complaint mechanism (PRCU, ALAC, PPSB).

4. Scope of Work

The Consultant will be responsible for the following:

- Conduct a brief desk review of PRCU and PPSB mandates and previous communication campaigns.
- Hold consultations with key stakeholders (TI-Ghana, Judicial Service, Ghana Police Service) to understand key messaging needs.
- Develop at least three (3) draft awareness messages tailored for different media formats (radio, social media, community engagements, print).
- Integrate feedback from stakeholders and revise messages accordingly.
- Provide final campaign materials in appropriate formats for dissemination.

5. Deliverables and Timelines

Deliverable	Timeline
Inception report with proposed approach and messaging framework	Within 3 working days of contract signing
Draft campaign messages and visuals	Within 10 working days after approval of inception report
Finalized campaign messages	Within 3 working days after receiving feedback on drafts

6. Qualifications and Experience

- A minimum of a Bachelor's degree in Communications, Development Studies, Journalism, Public Relations, or a related field.
- At least 5 years of experience in developing advocacy or public awareness materials, especially on governance, human rights, or anti-corruption issues.
- Experience working with civil society organizations or public institutions in Ghana is highly desirable.
- Sound understanding of Ghana's governance and justice systems.
- Excellent command of written and spoken English.
- Strong creative skills in message development and storytelling.

- Proven ability to simplify complex institutional processes for public understanding.
- Proficiency in graphic design, media production, or social media strategy is an added advantage
- Knowledge of behavior change communication (BCC) and public education strategies.
- Familiarity with governance, accountability, or anti-corruption issues in Ghana (or similar contexts).
- Capacity to produce materials across multiple platforms (radio jingles, posters, flyers, infographics, short videos, social media content).
- Strong understanding of local languages, culture, and communication channels to ensure inclusivity and accessibility.

7. Reporting and Supervision

The Consultant will report to the Executive Director of Transparency International Ghana or an assigned focal person. All deliverables will be submitted electronically for review and final approval by TI-Ghana.

8.0 Expression of Interest

All interested applicants should submit an expression of interest with the following details

- I. A technical proposal detailing methodology and approach for the assignment not exceeding 4 pages.
- II. A financial proposal with a breakdown of costs.
- III. Copy of CV not exceeding 3 pages.
- IV. Samples of previous, similar assignments undertaken.

All documents should be addressed to the Executive Director through the following email jobs@tighana.org

Alternatively, hard copies can be submitted to

The Executive Director
Transparency International-Ghana
PMB CT 317, Cantonments Accra
H/No. 21 Abelenkpe Road.

Applications should be submitted by close of work on Monday, October 20th, 2025. Only selected candidates will be contacted.