TERM OF REFERENCE

POSITION TITLE: Field Officer
PROJECT: Tourism Education and Public Awareness Project (TEPAP)
DUTY STATION: Assigned County, Liberia
REPORTS TO: Assistant County Supervisor
PROJECT DURATION: December 2026 – March 2027

Background

The Liberia National Tourism Authority (LNTA), through the Public Sector Investment Program (PSIP), is implementing the Tourism Education and Public Awareness Project. The project seeks to strengthen tourism knowledge, promote responsible tourism, and encourage community participation in the development and promotion of Liberia's tourism resources.

The implementation approach covers all fifteen counties. Training takes place at four regional hubs, in Monrovia, Gbarnga, Greenville and Robertsport. Montserrado, Bong, Sinoe, and Grand Cape Mount are the priority counties for the full program, including activities involving schools, youth and tourism operators. Teams in the remaining counties will conduct community awareness activities using approved project materials.

Multi Stream Initiative (MSI) Africa, Inc. supports the program under Contract No. LNTA/SP/QCBS/001/2026, including technical support for the selection, training, and coordination of field personnel.

Purpose of the Position

The Field Officer is responsible for conducting tourism education and public awareness activities within assigned communities. Working under the supervision of the Assistant County Supervisor, the Field Officer facilitates community engagement, supports tourism awareness campaigns, maintains activity records, distributes approved educational materials, and contributes to the successful implementation of project activities in accordance with LNTA standards and procedures.

Key Objectives

- Deliver approved tourism education and awareness activities at the community level.
- Promote responsible tourism and protection of Liberia's cultural and natural heritage resources.
- Support inclusive community participation in tourism development initiatives.
- Facilitate community mobilization and stakeholder engagement activities.

- Ensure accurate collection, documentation, and reporting of project data.
- Maintain accountability for project materials and resources assigned.
- Support achievement of county implementation targets and project outcomes.

Scope of Work and Responsibilities

1. Tourism Education and Public Awareness (30%)

The Field Officer shall:

- Conduct tourism education and awareness sessions using approved LNTA materials and messages.
- Explain the benefits and importance of tourism to local communities.
- Promote responsible tourism, hospitality, environmental stewardship, and heritage preservation.
- Increase awareness of Liberia's tourism destinations and opportunities.
- Deliver approved information in English and relevant local languages.
- Support community awareness campaigns, roadshows, outreach programs, and stakeholder meetings.
- Assist with implementation of special project events and tourism promotion activities.

2. Community Mobilization and Stakeholder Engagement (25%)

The Field Officer shall:

- Support approved community entry and engagement processes.
- Build positive relationships with local authorities, traditional leaders, youth groups, schools, and community organizations.
- Encourage participation by women, youth, persons with disabilities, and marginalized groups.
- Facilitate communication between communities and project leadership.
- Support implementation of school-based, youth-focused, and tourism stakeholder engagement activities in designated counties.
- Promote community ownership and participation in tourism awareness initiatives.

3. Data Collection, Documentation, and Reporting (20%)

The Field Officer shall:

- Maintain accurate activity logs and attendance records.

- Complete approved reporting forms, participant registration tools, and feedback instruments.
- Support surveys, assessments, and information-gathering exercises approved under the project.
- Document participant reach and activity outcomes accurately.
- Submit daily activity reports and records to the Assistant County Supervisor.
- Report operational challenges, complaints, incidents, and safety concerns promptly.
- Contribute to project monitoring and evaluation activities.

4. Materials, Assets, and Resource Management (15%)

The Field Officer shall:

- Receive, safeguard, and properly utilize assigned project materials and equipment.
- Maintain records of educational materials distributed during activities.
- Ensure materials are used solely for approved project purposes.
- Report loss, theft, damage, or misuse of project resources immediately.
- Participate in inventory verification exercises when required.
- Return project assets and account for materials at the completion of the assignment.

5. Training, Teamwork, and Compliance (10%)

The Field Officer shall:

- Participate fully in regional and county-level training programs.
- Attend refresher trainings, staff briefings, and review sessions.
- Work collaboratively with assigned field partners and supervisors.
- Participate in monitoring visits and performance reviews.
- Follow all project procedures, guidance, and approved work plans.
- Demonstrate professionalism, integrity, and respect in all project engagements.

Qualifications and Experience

The ideal candidate should possess:

- High School Diploma or WASSCE Certificate.
- Experience in community mobilization, public awareness campaigns, teaching, tourism, hospitality, youth engagement, community development, or related activities.

- Experience in volunteer or community-based programs will be considered an advantage.
- Strong communication and interpersonal skills.
- Ability to engage effectively with diverse community groups.
- Good spoken English and proficiency in at least one relevant local language.
- Ownership of a smartphone and ability to use digital communication and reporting platforms.
- Knowledge of local communities, tourism resources, culture, and social structures within the assigned county will be an advantage.
- Previous experience working with schools, youth organizations, or community groups is desirable.

Technical Competencies

- Community mobilization and outreach.
- Public awareness and behavior change communication.
- Data collection and activity reporting.
- Stakeholder engagement.
- Event facilitation and community engagement.
- Mobile data collection and smartphone applications.
- Basic recordkeeping and documentation.
- Tourism education and advocacy.

Core Competencies

- Communication and presentation skills.
- Teamwork and collaboration.
- Integrity and accountability.
- Cultural awareness and sensitivity.
- Initiative and adaptability.
- Time management and reliability.
- Attention to detail.
- Commitment to public service and community development.

Key Deliverables

- Tourism education and awareness sessions conducted.
- Daily activity reports submitted.
- Attendance sheets and participant registers completed.
- Community engagement records maintained.
- Materials distribution records updated.
- Survey and feedback forms completed as assigned.
- Incident and safety reports submitted when required.
- Assigned assets properly managed and returned.

Performance Indicators

- Number of awareness sessions conducted.
- Timeliness and accuracy of reporting.
- Community participation and engagement levels.
- Quality of data collected.
- Compliance with project procedures and standards.
- Accountability for project materials and assets.
- Professional conduct and attendance.
- Contribution to achievement of county targets.

Ethical and Professional Standards

The Field Officer shall:

- Uphold the mission, values, and professional standards of the Liberia National Tourism Authority.
- Treat all participants, stakeholders, and colleagues with dignity and respect.
- Maintain political and religious neutrality during project implementation.
- Promote transparency, accountability, and ethical conduct.
- Safeguard confidential information and personal data.
- Follow child protection and safeguarding procedures at all times.
- Foster an inclusive, respectful, and discrimination-free working environment.
- Report misconduct, safeguarding concerns, and safety incidents through established reporting channels.

Singed: _____
Williette H. Sherman
Human Resources Director

Approved: _____
Princess Eva Cooper
Director General

Acknowledged: _____ Date: _____
Signature