TERM OF REFERENCE

POSITION TITLE: County Supervisor

PROJECT: Tourism Education and Public Awareness Project
DUTY STATION: Assigned County, Liberia
REPORTS TO: Project Focal Person / Training and Field Coordination Specialist
PROJECT DURATION: December 2026 – March 2027

Background

The Liberia National Tourism Authority (LNTA) is implementing the Tourism Education and Public Awareness Project under the Public Sector Investment Program (PSIP). The project seeks to strengthen tourism knowledge, promote responsible tourism, and increase 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 County Supervisor provides overall leadership, supervision, and coordination of tourism education and public awareness activities within the assigned county. The position is responsible for managing county-based field teams, ensuring compliance with project standards and procedures, maintaining stakeholder relationships, monitoring implementation quality, and supporting the achievement of project objectives at the county level.

Key Objectives

- Lead the implementation of tourism education and public awareness activities within the assigned county.
- Supervise and support county field personnel to achieve project targets.
- Strengthen collaboration with local authorities, community leaders, educational institutions, youth groups, tourism operators, and other stakeholders.
- Ensure quality assurance, proper documentation, and timely reporting of project activities.
- Promote community participation in tourism development and responsible tourism practices.
- Support monitoring, evaluation, and learning activities at county level.

- Ensure accountability for project resources, materials, and equipment.

Scope of Work and Responsibilities

County Planning and Coordination (25%)
The County Supervisor shall:

- Develop weekly county implementation work plans and activity schedules.
- Coordinate team assignments and deployment across target communities.
- Facilitate stakeholder engagement and community entry processes.
- Maintain effective collaboration with county authorities and local institutions.
- Coordinate logistical arrangements required for project implementation.
- Identify operational challenges and provide practical recommendations for resolution.
- Ensure implementation aligns with approved project work plans and procedures.

Team Leadership and Supervision (20%)
The County Supervisor shall:

- Provide direct supervision to Assistant Supervisors and Field Officers.
- Monitor attendance, performance, and productivity of county personnel.
- Conduct field monitoring visits and coaching sessions.
- Ensure proper use of approved tourism education materials and messages.
- Support orientation and integration of replacement personnel where necessary.
- Address performance concerns through approved project reporting channels.
- Promote teamwork, professionalism, and adherence to project standards.

Tourism Education and Public Awareness Implementation (20%)
The County Supervisor shall:

- Coordinate community outreach and tourism awareness campaigns.
- Facilitate stakeholder meetings, community dialogues, and awareness sessions.
- Promote responsible tourism practices and protection of cultural and heritage assets.
- Coordinate school-based and youth-focused awareness activities in priority counties.
- Support engagement with tourism operators and tourism-related businesses.
- Facilitate implementation of approved surveys, assessments, and special project activities.
- Promote accurate dissemination of project information within local communities.

Monitoring, Reporting, and Data Quality Management (20%)
The County Supervisor shall:

- Review and validate attendance sheets, activity records, and reporting forms.
- Ensure accurate and timely collection of project data.
- Submit weekly county implementation reports every Friday.
- Verify participant data and required disaggregation according to approved tools.
- Support field monitoring visits, verification exercises, and spot checks.
- Prepare monthly progress summaries and final county reports.
- Ensure compliance with project monitoring and evaluation requirements.

Logistics, Assets, and Resource Management (10%)
The County Supervisor shall:

- Receive and account for project materials and equipment assigned to the county.
- Maintain inventory and distribution records.
- Ensure proper utilization and safeguarding of project resources.
- Report equipment loss, theft, or damage through approved channels.
- Facilitate recovery and reconciliation of project assets at assignment closure.
- Support efficient management of educational and promotional materials.

Safeguarding, Ethics, and Compliance (5%)
The County Supervisor shall:

- Adhere to LNTA policies, procedures, and code of conduct.
- Ensure safeguarding standards are observed during all project activities.
- Maintain political and religious neutrality while carrying out project duties.
- Protect confidential information and participant privacy.
- Report safeguarding, safety, and misconduct concerns promptly.
- Promote respect, accountability, inclusiveness, and professionalism in all engagements.

Qualifications and Experience
The ideal candidate shall possess:

- Bachelor's Degree in Tourism, Education, Community Development, Social Sciences, Public Administration, Development Studies, or a related field.
- Minimum of three (3) years of experience supervising field teams, community-based projects, or development programs.
- Demonstrated experience in community outreach, training, public awareness campaigns, tourism, education, or social development initiatives.
- Strong planning, coordination, and stakeholder engagement skills.
- Excellent written and verbal communication skills.
- Ability to prepare accurate technical and activity reports.
- Proficiency in Microsoft Office applications and mobile data collection platforms.
- Knowledge of the assigned county's communities, tourism assets, culture, and governance structures will be an advantage.
- Ability to communicate effectively in at least one local language relevant to the assigned county.

Technical Competencies

- Project planning and implementation.
- Community mobilization and stakeholder engagement.
- Team leadership and supervision.
- Monitoring and evaluation.
- Data collection and reporting.
- Logistics and resource management.
- Conflict resolution and problem-solving.
- Tourism education and awareness promotion.

Core Competencies

- Leadership and accountability.
- Communication and interpersonal skills.
- Planning and organizational ability.
- Results orientation.
- Teamwork and collaboration.
- Integrity and professionalism.
- Adaptability and resilience.
- Time management and attention to detail.

Key Deliverables

- Weekly county work plans.
- Verified participant attendance and activity records.
- Weekly county implementation reports.
- Monthly personnel attendance and performance confirmations.
- Incident and safeguarding reports.
- Asset and materials inventory reports.
- Final county implementation and asset reconciliation report.

Performance Indicators

- Timely submission of reports.
- Quality and completeness of project documentation.
- Achievement of county implementation targets.
- Stakeholder engagement effectiveness.
- Team management performance.
- Data quality and reporting accuracy.
- Asset accountability and compliance.
- Compliance with safeguarding and project standards.

Ethical and Professional Standards

The County Supervisor shall:

- Uphold the mission, values, and professional standards of the Liberia National Tourism Authority.
- Promote transparency, accountability, and integrity.
- Respect diversity, cultural heritage, and community values.
- Maintain confidentiality in all professional engagements.
- Demonstrate commitment to excellence and public service.
- Foster a safe, inclusive, and respectful working environment.

Singed: _____
Williette H. Sherman
Human Resources Director

Approved: _____
Princess Eva Cooper
Director General

Acknowledged: _____ Date: _____
Signature