



LIBERIAN YOUTH ENTREPRENEURSHIP AND INVESTMENT BANK

Assignment Title: COMMUNICATION AND MARKETING ASSOCIATE

Financing Agreement reference: **2100150043943**

Project ID No.: **P-LR-HB0-003**

Reference No. **LR-YEIB-002**

Issue Date: **May 13, 2026**

End Date: **May 27, 2026**

1. INTRODUCTION

The Government of Liberia has received funds from the African Development Bank (AfDB) and intends to apply part of the funds for the recruitment of a Communication and Marketing Associate for the Liberian Youth Entrepreneurship and Investment Bank (YEIB) to be established. The Recruitment Committee hereby invites suitable candidates to indicate their interest for undertaking the aforementioned role.

2. BACKGROUND

Liberia's youth entrepreneurship landscape faces several key challenges impeding the growth of youth entrepreneurship including: (1) a weak and highly fragmented early-stage business development ecosystem; (2) low-to-no access to finance for startups and MSMEs; (3) gaps in offering for startups and SMEs; and (4) difficulty in attracting investment (locally, regionally, and globally) for innovation¹. To address market failures in the provision of financial and non-financial services, a Youth Entrepreneurship and Investment Bank (YEIB) will be established to provide financial and non-financial services to young entrepreneurs to start and build businesses.

The YEIB will aim to create dynamic ecosystem for youth entrepreneurship in Liberia by unlocking capital for youth, leveraging private sector investments, and offering technical support to address market gaps and capitalize on opportunities. Through this vision, the YEIB will aim to empower numerous young entrepreneurs, enabling them to establish, enhance, and expand their businesses while generating employment opportunities.

2.1 The YEIB

The YEIB will be registered and licensed as a non-bank non-deposit taking financial institution in Liberia. It will be set up as a parent company and will oversee the operations of three funds, Investment Fund, Guarantee Fund and Technical Assistance Fund. The YEIB will aim to create dynamic ecosystem for youth entrepreneurship in Liberia by unlocking capital for youth, leveraging private sector investments, and offering technical support to address market gaps and capitalize on opportunities. Through this vision, the

¹ Market Assessment Study

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The three (3) core mandate of the YEIB include the following:

1. Management of an Investment Fund: This will involve deploying investments indirectly through impact, seed, and growth funds. Additionally, the YEIB may directly invest capital in promising MSMEs, including startups, with a focus on high growth potential.

2. Management of a Credit Guarantee Fund: The YEIB will raise and oversee a fund that provides credit guarantees to mitigate risks for financial institutions including banks and microfinance institutions, thus facilitating access to financing for youth-led businesses.

3. Provision of Technical Assistance and BDS Support: Through collaboration with third-party partners, the YEIB will offer technical assistance and business development support to young entrepreneurs, ensuring they have the necessary skills and resources to thrive.

2.2 The YEIB vehicles (SPVs):

YEIB Capacity building Trust (Private Foundation) – It is the heart of the YEIB non-financial services. It will be established to (1) provide technical assistance to SMEs as part of effort to improve SMEs’ technical, financial and managerial abilities and enhance their bankability and their investment readiness. This use of resources represents the bulk of the activity. The vehicle with also (2) strengthen the selected YEIB delivery partners, both non-financial (i.e. BDS providers) and financial (i.e. the PFIs) in areas such as financial literacy, fragility, climate and gender mainstreaming, as a way to enhance their services beyond business incubator and investment readiness for the target youth-MSMEs.

YEIB Investment Fund (LLC) – The investment vehicle provides long-term (LT) finance to SMEs in the form of equity or quasi-equity instruments, to allow them to start, grow and scale their businesses locally, regionally, and internationally. This LT-finance fills a major gap while the capital market evolves to host a number of asset allocators, for which this vehicle is set up to supporting.

YEIB Risk Sharing Mechanism (LLC) – The role of the Risk Sharing Mechanism (RSM) is to mitigate the risk of lending to MSMEs in the Liberian market. From a demand-side the RSM also serves to alleviate the collateral burden to the borrowers. This de-risking mechanism aims to incentivize financial institutions to increase their portfolio of youth-led businesses, with a special treatment of women-led and green businesses.

3. PURPOSE OF THE ASSIGNMENT

The Communication and Marketing Associate will support the Communication Expert in the implementation of YEIB’s communication, branding, stakeholder engagement, and marketing strategies.

The role focuses on content development, digital engagement, marketing outreach, and communication support, ensuring that YEIB maintains a strong, consistent public presence while promoting its products, services, and initiatives to target beneficiaries.

The specific responsibilities of the Communication and Marketing Associate include, but are not limited to, the following:

- Support implementation of both communication and marketing strategies for YEIB
- Assist in developing campaigns to promote YEIB services and programs
- Develop marketing and promotional materials like Brochures and flyers, Digital campaigns, Promotional videos and content.
- Produce targeted messaging for different audiences (youth entrepreneurs, partners, investors)
- Manage YEIB's digital marketing channels, including social media and website
- Design and implement online campaigns to promote programs, events, and opportunities
- Track engagement metrics (reach, impressions, conversions) and report performance
- Support positioning of YEIB as a leading youth entrepreneurship institution in Liberia
- Ensure consistent application of branding across all marketing and communication outputs by maintaining brand visibility across all platforms and events
- Assist in organizing and promoting awareness campaigns and stakeholder engagements
- Support dissemination of information on YEIB products, funding opportunities, and services
- Collect and analyze feedback from beneficiaries and stakeholders
- Monitor trends and provide insights on market needs and communication effectiveness
- Support the Communication Expert in refining marketing approaches based on data
- Promote YEIB events through targeted marketing campaigns
- Ensure strong visibility before, during, and after events
- Support documentation and post-event communication

4. QUALIFICATIONS AND EXPERIENCE

The candidate must meet the following qualifications:

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, Business Administration, or related field
- Minimum of 3–5 years of progressively responsible experience in communication, marketing, public relations, or digital engagement through strong creative and strategic thinking abilities
- Demonstrated experience in developing and implementing communication and marketing campaigns
- Proven experience in content development, storytelling, and brand messaging across multiple platforms through excellent writing, editing, and storytelling skills
- Experience working on donor-funded projects (AfDB, World Bank, UN, etc.) is highly desirable
- Experience in youth development, entrepreneurship programs, or financial sector initiatives is an added advantage
- Strong knowledge of digital marketing tools and platforms (e.g., social media analytics, content scheduling tools), Proficiency in graphic design tools (e.g., Canva, Adobe Illustrator, Photoshop)
- Experience in data analysis for communication and marketing performance (KPIs, engagement metrics, campaign tracking)

5. EXPECTED DELIVERABLES

- Development of high-quality communication materials, including Press releases, News articles, News articles, Success stories and impact stories, Reports and presentations
- Preparation of internal and external communication briefs

- Documentation of project activities, milestones, and achievements
- Design and implementation of marketing campaigns to promote YEIB programs, Financial products and services, and capacity-building initiatives
- Development of promotional materials, including flyers, brochures, banners, digital campaigns
- Support implementation of outreach campaigns targeting beneficiaries and stakeholders
- Preparation of monthly communication and marketing performance reports

The Recruitment Committee now invites eligible individuals to indicate interest in providing these services by submitting their Curriculum Vitae (CV), demonstrating experience in performing similar assignments with references and showing responsiveness to the qualifications requirements outlined in this REOI. Eligibility criteria and the selection procedure shall be in accordance with the African Development Bank's *"Procurement Policy Framework for Bank Group Funded Operations"* October 2015 which is available on the Bank's website at <http://www.afdb.org>.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1700 hours (GMT) on working days.

Expressions of interest must be delivered in a written form to the address below by either hard copy or email by 27th May 2026 @ 1700 hours (GMT) and mention **"Expression of Interest for Communication and Marketing Associate of the Liberian Youth Entrepreneurship and Investment Bank"**.

Attn.

The Chairperson

Recruitment Committee

Liberian Youth Entrepreneurship and Investment Bank

Monrovia, Liberia

Email: recruitmentcommitteeib@gmail.com; mewaseh76@gmail.com; and copy yeibliberia@gmail.com