



Terms of Reference – Public Relations Consultant

Established in 2011, The Global Shea Alliance (GSA) is a nonprofit industry association based in Accra, Ghana. We currently have 706 members from 36 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations. Through public- private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

Background

In the past 30 years, the shea export market has grown to more than 500,000 MT annually. Shea exports creates about 4M jobs for women processors and generates USD \$200M in related income in producing countries. Currently, Europe is the main export market for shea products, however, market opportunities in the Asia-Pacific region have become more promising as countries like India and China amend their food regulation to allow the use of shea. Additionally, South Korea and Japan also present strong opportunities to expand shea access into cosmetic markets.

The GSA in collaboration with the Enhanced Integrated Framework (EIF), under the initiative - "Inclusive Commercial Development of the Shea Value Chain (PRADCIFK)", seeks to increase shea exports to Asia by undertaking a variety of promotional services.

Duties and Responsibilities

The GSA is currently seeking a Public Relations consultant to support its effort in promoting the use and benefits of shea in Asian food and cosmetic markets. Specific duties and responsibilities include but are not limited to the following:

- Create and implement a comprehensive promotional action plan that effectively captures the versatility of shea as a food and cosmetic ingredient
- Develop key stakeholder outreach plan and facilitate introductions
- Create and deploy media campaigns that build the consumer awareness on shea
- Develop and maintain a targeted media list and media kits
- Cultivate and maintain relationships with influential media organization, influencers, and other key partners in targeted countries
- Pitch and secure national and local press coverage that promotes shea
- Draft news releases, messaging documents, talking points, FAQs, media Q&As
- Evaluate paid opportunities for media exposure
- Track, measure and report the effectiveness of press, social and blog placements.
- Produce periodic campaign-specific reports, evaluate performance and build on success

Targeted Asian countries include: China, Japan and South Korea.

Interested parties must send an expression of interest, qualification as well as cost proposal by July 15th to Wunmi Osholake, Deputy Managing Director at wosholake@globalshea.com

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