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**Reference:** (IUL)438-HRU/438/2018/96

**Communications Specialist**

**MALDIVES CLEAN ENVIRONMENT PROJECT (MCEP)**

**TERMS OF REFERENCE**

1. **BACKGROUND**

Solid Waste Management (SWM) is a priority sector for the Maldives due to the fact of high economic and social dependence on a healthy marine environment. In recent years there has been a significant increase in the magnitude of waste management problems throughout the country for number of reasons, including but not limited to population increase, changing lifestyle, dependence on importation, coupled with the environmental challenges brought about by the growing tourism. The worsening waste management situation is increasingly resulting in pollution of the environment and the generation of conditions prejudicial to public health. Practices vary from community to community, but at most islands waste is building up into many open dump sites spreading across islands and disposed of either in the sea or by open burning. Predicting the threats to the economic development, the Government of Maldives decided to invest heavily in the waste sector with the support of various donors and international agencies to build the necessary infrastructure to develop an integrated and sustainable solid waste management system throughout the country on a Zonal approach.

This process started in 2008 with the support of the World Bank Group, under the International Development Association (IDA) credit to develop an integrated SWM system for Zone II, namely the Maldives Environmental Management Project (MEMP). This project was completed in 2015, by developing SWM systems at the island’s level and a regional waste management facility to manage waste generated in zone II, that cannot be managed at the island level.

In order to support the Government of Maldives’ initiatives to manage solid waste in a sustainable and environment friendly manner, and based on the lessons from implementing MEMP, IDA is supporting **Saafu Raajje – Maldives Clean Environment Project** (MCEP) which will support investments to operationalize the RWMC introduced in Zone II under MEMP and to design and develop a similar regional waste management system for Zone 4 and 5.

The Government of Maldives through the Ministry of Environment and Energy (MEE) is seeking a full time **Communications Specialist (CS)** for Saafu Rajje – Maldives Clean Environment Project and will be responsible for the development and implementation of a communication strategy and framework for the project.

1. **OBJECTIVES OF THE ASSIGNMENT**

The Communications Specialist is to act as the projects focal point for communications and advocacy by developing and implementing a comprehensive communication strategy which identifies the information needs of stakeholders, identifies key messages, campaign activities, and timely delivery of the projects communication components. Also, the communication officer is responsible for the production of communication and awareness materials, write-ups for project purposes and coordinating public awareness activities by the project scope and collaboration with the project team and stakeholder agencies while ensuring all communication strategy as per the donor's guideline and in line with SaafuRaajje Initiative.

**Overall Responsibility**

The overall responsibilities of the Communications Specialist include, but are not limited to the following:

* Act as the Project focal point for communications.
* Develop and implement a comprehensive communication strategy which identifies the information needs of stakeholders, identifies messages, campaigns, delivery mechanisms and timely delivery of the projects.
* Establish an effective plan and implementation of communication, advocacy and knowledge management, including the development of specific communication components.
* Ensure full coherence and alignment with donors branding guidelines while implementing the communications strategy and awareness programs.
* Design, develop and produce external and internal communication and awareness materials as well as write-ups for project purposes.
* Design and develop waste management training materials for islands, including waste segregation, handling, transporting and composting. The training program should include two main categories as training for households and for staff operating the island waste management centers.
* Design, develop and deliver a comprehensive awareness program. Awareness program should be designed in way that can be replicated to other regions in the country.

**Specific Tasks**

Under the supervision of the Project Manager, the Communications Specialist will carry out the following activities:

1. Develop and implement a comprehensive communication strategy which identifies the information needs of stakeholders, identifies key messages, campaign activities.
2. Ensure effective planning and implementation of communication, advocacy and knowledge management, including the development of specific communication products.
3. Ensure that the MCEP, Government, key stakeholders and Donors are acknowledged in all communication activities and materials.
4. Support the implementation of awareness activities through various forms such as media campaigns, training sessions for islands and so on.
5. Plan, develop and implement public relation (PR) strategies, writing and distribution of press releases to targeted media.
6. Coordinate consultancy work to be implemented by various consultants to promote project activities.
7. Conceptualize, develop, design and deliver creative ideas for all promotional materials and activities to disseminate information to target audience and media, including project folders, banners, booklets, fliers, e-newsletters, billboards, posters, presentations, campaigns for print and social media by choosing the appropriate media/software and style to meet the project's communications objectives.
8. Administrate the creation and publishing of relevant, original, quality content for social media handles of the project.
9. Consolidate the project reports and publications and get them printed for dissemination, as and when required.
10. Develop and implement effective information dissemination strategies on principles, process and achievements of the project and document best practices and success stories for the development partners and government departments.
11. Provide input to all major project documents, including strategies, donor reports and other technical documents, to ensure they are well written and communicating the messages.
12. Liaise with relevant media outlets and press on promoting the project activities and communicating relevant information to the target audience.
13. **QUALIFICATIONS AND EXPERIENCE**

* Minimum Tertiary Qualification in Mass Communications/ Multimedia or any other related qualifications to the assignment.
* At least three (3) years of experience working in donor-funded projects in managing communication activities. Experience in waste management sector is highly desirable.
* Development and implementation of at least one (1) communication and advocacy strategy and plan designed to increase visibility, effectiveness, impact and sustainability of donor-funded projects.
* Demonstrated capacity to organise and conduct similar social marketing strategies and public awareness campaigns in the Maldives.
* Strong practical and technical background in use of professional graphic designing software such as Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.
* Experience in developing concepts, storyboards and production of short video spots, animations, GIF’s and other multimedia materials is desirable.
* Experience in developing, coordinating and conducting social media awareness campaigns to targeted audiences.
* Good understanding of new and evolving technologies and digital platforms is an asset.
* Fluency in written and spoken English and Dhivehi with excellent interpersonal skills are essential.
* Experience in planning, organising and carrying out island-wide events efficiently in close collaboration and participation with the project stakeholders are preferred.

The successful individual must be willing to work for extended periods without direct supervision and travel routinely to islands within Zone 2, 4 and 5.

The short-listed candidate will be requested to participate in personal interviews and submit the names and contact details of personal referees who can attest to their ability.

The successful candidate must understand the objectives and delivery mechanisms of the projects portfolio. He/she must be willing to work in a team, be flexible to emerging or changing conditions, and undertake an initiative in his/her broad field of actions.

**14 Mach 2018**

1. **REPORTING REQUIREMENT**
2. Report directly to the Project Manager on all aspects of Project Management throughout the duration of the contract unless otherwise advised by the Client.
3. The Communications Specialist should report to work on weekdays from 0800 – 1600 hours other than public holidays and provide services to the Client for an average of 40 hours a week.
4. The Communications Specialist shall ensure that all the required reports and materials for the project are prepared on time, in accordance with the requirements of Client and respective donor agencies.
5. The Communications Specialist is required to report to work in official attire.
6. **SCHEDULE FOR THE ASSIGNMENT**

Duration of the assignment is **36** months from the commencement of the works with potential extension based on performance and need.

1. **REMUNERATIONS**

Monthly remuneration from the project will be between MVR 30,000.00 to MVR 35, 000.00 based on the education qualification and experience.

1. **SELECTION CRITERIA**

The Communications Specialist will be selected based on the following criteria:

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| **Selection Criteria** | **Weightage (%)** |
| Relevant academic qualification(s) | **30** |
| Experience in similar works | **50** |
| Interview | **20** |

\*Civil Servants that are already working in the sector relevant to this project will be given a higher priority.

1. **SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT**
2. Office space and other facilities such as computers will be provided as required.
3. Local transport for official travel between Male’, inter-Atolls and inter-islands and allowances to cover food and accommodation for the trips will be provided from the projects.
4. Leave Entitlement:

Unplanned Leave:

* + - 1. The Consultant may take up to ten (10) working days of paid leave per annum or pro rata as may be agreed by the client for medical reasons or emergencies. If the duration is more than two consecutive days, a medical certificate specifying the nature of the consultant's illness and recommended duration of leave issued by a licensed medical practitioner must be submitted on the first day back at work.
      2. The Consultant may take up to ten (10) working days of paid leave per annum or pro rata as may be agreed by the client for Family Responsibility reasons or emergencies.

Planned Leave: The consultant may take up to twenty (20) working days of paid leave per annum or pro rata as may be agreed by the Client.

Unpaid Leave: The Consultant will not be paid for any leave(s) that exceed the maximum allowed leave entitlements above. The Consultant may take a maximum of 20 working days unpaid leave in a twelve-month contract period if the Client agrees such a leave in writing. If the unpaid leave exceeds more than twenty (20) days, the contract may be terminated by the Client.

1. **APPLICATION**

Interested applicants may submit their proposal in a sealed envelope indicating the following:

* Letter of Expression of Interest (EOI)
* Copy of National Identification Card
* Attested copies of Educational Certificates (copies taken from with original accredited certificates)
* A summary that demonstrates that the applicant is qualified to perform the services (including a description of similar assignments, experience in similar conditions, availability of appropriate skills etc.)

1. **SUBMISSION**

Interested candidates may submit their proposals on or before the time provided in the advertisement to the following address:

Project Management Unit

Saafu Raajje - Maldives Clean Environment Project

Ministry of Environment and Energy

Green Building, Handhuvaree Hingun, Maafannu

Male’, 20392, Republic of Maldives