

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Ministry of Economic Development  
Male',  
Republic of Maldives



## **Maldives: Enhancing Employability and Resilience of Youth Project (MEERY)**

**P163818**

**Term of Reference**

**for**

**Communications Officer**

### **1. Background**

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in lowskill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being jointly administered by the Ministry of Higher Education (MoHE) and Ministry of Economic Development (MoED), with a Project Steering Committee that is co-chaired by the MoHE and the MoED.

The project comprises of three components and a Contingent Emergency Component. The three primary components are;

Component 1: Fostering skills development and entrepreneurship in priority sectors through four subcomponents:

- 1.1: Labor-market assessment and analysis for demand driven skills identification
- 1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum
- 1.3: Face-to-Face Skills Delivery.
- 1.4: Support for Entrepreneurship Development.

Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:



-2-

- 2.1: Strategy Development, Strengthening and Diversifying skills development programs.
- 2.2: IT infrastructure for skills development and jobs platform.
- 2.3: Career hubs for education-industry linkages.

### Component 3: Project Coordination, Monitoring and Evaluation

As part of the PMU strengthening process, the Ministry of Economic Development wishes to contract a **Communications Officer**.

#### **2. Objectives**

The MoED wishes to contract a Communications Officer who will assist the Communications and Safeguard specialist and project team for the overall day-to-day coordination of the World Bank projects implemented by MoED. The Communications Officer is expected to report to the Project Director.

#### **3. Scope of Services**

The work of the Communications Officer will include the following tasks, among others:

1. Implementation of the project's communications strategy and plans.
2. Assist in leading the development of project level communications work plans for each component/activity on principles, processes and achievements of the project, and document best practices and success stories for development partners and the GoM.
3. Plan and execute all digital marketing activities, including social media advertising and email communications.
4. Design, build and maintain social media presence of the project.
5. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
6. Assist implement marketing and outreach strategies as needed; target and engage key audiences.
7. Assist in the plan, development, and implementation of public relations (PR) strategies, including writing and distribution of press releases to targeted media channels.
8. Assessing the effectiveness of communications programmes and activities through appropriate surveys and feedback mechanisms.
9. Plan, design and implement learning and knowledge sharing aspects of the project to project stakeholders.
10. Prepare documentation of experiences and lessons learned under the project for project stakeholders.
11. Ensure full coherence and alignment with the donor's branding guidelines while implementing the communications strategy and awareness programs.
12. Accomplish other tasks related to communications as per the need of project assigned by Project Director.
13. Support other donor-funded projects and activities under the Ministry's mandate.
14. Any other duties assigned by the Project Director.



#### **4. Institutional Arrangement and Reporting Obligations**

The Communications Officer shall report to the Project Director on the status of the assignment on a regular basis.

The Communications Officer have the option to work remotely, however must attend all relevant meetings arranged by the Ministry of Economic Development.

#### **5. Required Expertise and Qualifications**

The Communications Officer should have:

1. Bachelor's degree in Project Management, Communications, Marketing, Public Relations or suitable equivalency.
2. Minimum three (03) years of Experience in the field of Communications, Marketing, PR or a related field.
3. Previous work experience in the field of communications, marketing or PR of a donor funded project will be an advantage.
4. Good understanding of new and evolving technologies and digital platforms.
5. Strong theoretical knowledge and practical experience in graphic design, including the use of design software will be an added advantage
6. Proficient in using software applications such as MS Project, MS Word, MS Excel, MS PowerPoint.
7. Should have strong leadership, management and communication skills in presenting, discussing and resolving difficult issues and have ability to work efficiently and effectively with a multidisciplinary team.
8. Good written and oral Dhivehi and English communication skills.

#### **6. Contract Duration**

This is a 1-year contract. Upon signing of the contract, 3 months shall be counted as the probationary period. The contract shall be renewed based on performance, need, and funding.

This contract is expected to commence in **December 2022**.

#### **7. Remuneration**

The Communications Officer will be paid a lump sum of MVR 17,550 – MVR 20,160 per month.



-4-

## **8. Required Documents**

Interested candidates must submit the following documents/information to demonstrate their qualifications, experience, and responsiveness to this TOR.

- I. Expression of interest letter
- II. Curriculum vitae indicating all experience from similar jobs
- III. ID Card
- IV. References

## **9. Expression of Interest Application Submission**

- I. Deadline for submission of the application is 1600 hrs Maldivian time on 6th December 2022
- II. Application should be emailed to the following contact details.

Thaasyn Hilmy  
Project Director  
Maldives: Enhancing Employability and Resilience of Youth Project (MEERY)  
P163818  
Ministry of Economic Development  
Boduthakurufaanu Magu, Malé, Maldives  
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