



National Centre for Information Technology

64, Kalaafaanu Hin'gun, Male', Republic of Maldives

TERMS OF REFERENCE

Announcement Reference no:	(IUL)164-HR/1/2023/6	Date	10 January 2023		
Project	Adaptation, Decentralization and Diversification Project (P177040)				
Position Name	Communications Specialist				
Vacancy	1	Type of Contract	Individual	Duration	5 Years

A. BACKGROUND

The Digital Maldives for Adaptation, Decentralization and Diversification Project (P177040), aims to support the Maldives in its digital transformation and adaptation to climate change, through improving the enabling environment for Internet service provision and for the digital economy as a whole, establishing a shared data platform to support the implementation of climate change adaptation and strengthening digital identity verification and authentication for an improved service delivery experience both in-person and online. This project is funded by a grant from the World Bank and will be led by the Ministry of Environment, Climate Change and Technology (MoECCT). It is implemented by the PMU established by the MoECCT at the National Centre for Information Technology (NCIT) for the implementation of the National Digital Action Plan 2021-2023. Key implementation partners include the Communications Authority of Maldives (CAM) and the Department of National Registration (DNR).

B. PROJECT DESCRIPTION

The proposed Project aims to support the use of digital technologies to decentralize, diversify and to adapt to climate change. The project objective is to enhance the enabling environment for the digital economy in Maldives, to improve identification for in-person and remote service delivery, and to leverage data and analytics for a green, resilient, and inclusive development. It is designed around four components and the proposed activities are conceived following the country's priorities and funding needs in the medium term: (a) Enabling environment for

improved digital connectivity and competitiveness; (b) Digital identification for improved online and in-person service delivery; (c) Digital technologies and data platform for climate resilience; and (d) project management and implementation support

The project will assist the government in laying the legal and regulatory foundations for the digital economy and the provision of digital services, fostering the growth of high-quality and reasonably priced Internet services, and fostering trust in digital transactions and service delivery. To do this, the project will fund technical assistance to strengthen legal and regulatory frameworks in such areas as data protection, cybersecurity and cybercrime, electronic transactions, identification, and provide support for their operationalization through enhancing institutional capacity and developing pertinent roadmaps, strategies, and other tools and guidance.

By supporting the establishment of the Government Digital Services (GDS) and empowering CAM, the project will further aid in the strengthening of public institutions and the development of capacity. It will also support the regulation and enforcement of government policy to ensure better and more reasonably priced Internet services for the public and private sectors.

Through a two-pronged approach that includes (a) the modernization of existing identity management software and hardware and the introduction of a new digitally enabled ID credential, issued by the Department of National Registration, and (b) the operationalization of a digital ID system to enable secure data sharing and efficient service delivery, the project will help improve trust and efficiency in both in-person and online transactions and service delivery.

The project will also help the scaling up and modernization of current digital assets to enhance service delivery as well as the utilization of new digital solutions to better utilize data for climate change adaptation and other purposes.

C. OBJECTIVES OF THE ASSIGNMENT

This assignment relates to the media and communication function within the PMU with an objective to ensure successful implementation of the projects specifically.

The objective of this assignment is to support the media and public relation

activities being undertaken for the projects administered by the PMU with the responsibility for ensuring compliance with the World Bank guidelines.

D. OVERALL RESPONSIBILITY

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

- 1) Act as the project focal point for communications
- 2) Maintaining the Project Communications Plan in consultation with the Project Manager and relevant entities/departments on a periodic basis throughout project implementation to reflect actual project implementation requirements;
- 3) Development of communication materials for public awareness-raising campaigns, including writing and producing presentations, press releases, briefings and media materials, in coordination with the PMU Manager.
- 4) Creating high quality media and multimedia content for dissemination in media platforms, and maintaining digital media archives including photos, videos, success stories and media coverage.
- 5) Lead the event management, audience selection, invitations, agenda and media activities, event moderation for scripts and speakers preparation.
- 6) More general responsibilities are to undertake any other functions as instructed by the PMU Manager. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, journals and brochures for both external and internal distribution

E. SCOPE OF SERVICES

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

- 1) Plan all media and communication-related activities in close consultation with the project stakeholders and Report on media and advocacy activities (including visibility).
- 2) Planning & designing of internal and external strategies for communications, advocacy & outreach, focusing on achievements.
- 3) Advise on communications budget spending in close support with the Project Manager and other PMU team.
- 4) Prepare content for the website and social media to ensure consistency of the materials and messaging.
- 5) Support in organizing roundtable discussions, press conferences, briefing sessions, seminars, and interviews.
- 6) Coordinate with the project component leads to prepare statements and strategies.

- 7) Collection and assessing of data regularly from different components of the PMU and platforms.
- 8) Develop and maintain a network of contacts within the local and international media and coordinate with departments for op-ed, press release, interviews and TV and Radio appearance.
- 9) Liaise with local and international media outlets to ensure the best coverage of the project action's activities & results.
- 10) Prepare scripts and assist in arranging, conducting, and documenting stakeholder and public engagement activities, disclosure of information and awareness raising.
- 11) Organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits.
- 12) Responding to media enquiries, setting up interviews, managing media logistics & close monitoring of all media coverage regarding the project and the implementing agency
- 13) Responding to enquiries from the public, the press, and related organizations.
- 14) Technical supervision of translation, rewriting of information received, printing and dissemination of publications and audio-visual materials.
- 15) Supervision of publications and press releases dissemination and social media platforms, such as posts & ads, photos, stories, success stories, etc.
- 16) Preparing and checking the content and announcements for the social media platforms and website to ensure consistency of the materials.
- 17) Develop and write newsletters, articles & advertorials etc.
- 18) Any other task assigned by the PMU as may be necessary for the performance of the duties for the projects.

F. QUALIFICATION AND EXPERIENCE

- 1) First Degree/ Professional Certificate in Business Administration, Business Computing, Information Technology, Marketing or related field, with work experience of 10 years or more;

OR

- 2) Masters' Degree and above in Business Administration, Business Computing, Information Technology, Marketing with work experience of 5 or more;

G. ADDED ADVANTAGE – ADDITIONAL SKILLS / EXPERTISE

- 1) Demonstrate experience using vector-based graphics software
- 2) Demonstrate experience in using pixel image editing software
- 3) Demonstrate experience in using animation software motion graphics

- 4) Demonstrate experience in using layout designing software
- 5) Experience in using video editing software

H. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 5 years with the potential extension based on need and performance. The successful candidate is expected to commence the services in February 2023.

I. REMUNERATION AND OTHER BENEFITS

- 1) Take home package of MVR 27,800 – MVR 32,000 per calendar month, calculated based on education and experience, as remuneration for the services provided.
- 2) Training and travel expenses under the PMU as budgeted under the Project and approved by the Ministry.
- 3) Participate in the “Maldives Retirement Pension Scheme”.
- 4) Ramadan Allowance.
- 5) Leave(s) in accordance with the rules and regulations of Maldives.

J. REPORTING OBLIGATIONS

- 1) This position is based at the PMU at the National Centre for Information Technology
- 2) The Specialist will report to the Project Manager on all aspects of the assigned digital service products throughout the duration of the contract.
- 3) The Specialist will report and advise the Project Manager and/or his designate on behalf of the Client, on all aspects of communications management throughout the duration of the contract.
- 4) The Specialist is expected to report to work on weekdays from 0800 – 1400 hours other than public holidays and provide services for an average of 44 hours a week if needed.
- 5) The Specialist shall provide all the necessary reports and updates to the Project Manager whenever needed.
- 6) The Specialist is required to report to work in official attire.
- 7) The Specialist is prohibited from working for any other party or a paid job, or taking any other assignment during the course of this contract without written approval from the Client.
- 8) The Specialist shall ensure that all the required reports for the project are prepared on time in accordance with the requirements of the Client and the World Bank.

K. SERVICE AND FACILITIES

- 1) Office space and other facilities as computers will be provided as required.

L. SELECTION CRITERIA

- 1) The applicant will be selected based on the following criteria

Criteria	Points
Educational Qualification (Section F)	20
Work Experience (Section F)	30
Additional Skills/ Expertise (Section G)	10
Interview	40

M. APPLICATION

- 1) Letter of Expression of Interest
- 2) Curriculum Vitae (clearly stating the starting and ending month and year for previous experiences).
- 3) Copy of National ID Card.
- 4) Copies of Accredited Academic Certificates
- 5) Certificates/ Letter of completion from the university.
- 6) Employment Verification Letter from previous employer(s), detailing the work and duration of the responsibilities.
- 7) Candidates must submit additional documents to prove expertise/experience in areas highlighted in section F and section G.

N. SUBMISSION

- 1) Interested candidates may email their proposals on or before the deadline specified in this section. The time that the sender email is received to the email specified will be considered as the received time. Applications received after the deadline will not be accepted.
- 2) Deadline for submission: 1300hrs, Wednesday, 18 January 2023
- 3) Applications should be sent to: jobs@ncit.gov.mv
- 4) Emails to be addressed to:
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