

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Ministry of Economic Development
Male',
Republic of Maldives

Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project

Term of Reference and Scope of Services for

Individual Consultancy Service for Communication Manager

1. Background

The Republic of Maldives through the support of the Islamic Development Bank (IsDB) and the Lives and Livelihood Fund that it hosts are implementing the *Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project* to upscale up to 200 fishing vessels in the Maldives.

In line with the strategic objective of the Government of Maldives, Ministry of Economic Development (MED), in collaboration with Ministry of Fisheries, Marine Resources, Agriculture, SME Development and Finance Corporation (SDFC) has initiated to support a project to equip about 200 fishing vessels with Refrigerated Sea Water (RSW) systems through Islamic Financing to fishing community. The project aims to contribute to achieving Policy 5: Increase profitability from fishery activities ('Hama Agu' Policy) of the country's Strategic Action Plan (SAP) for 2019-2023.

Ministry of Economic Development as the implementing agency is seeking to engage Communication Manager on consultancy basis to support the project.

2. Scope of Services

The Communications Manager, assumes primary responsibility for planning, developing and implementing communication strategies to promote activities implemented under the project as below:

- Develop and implement a communication plan for the project, including communication strategies and methods for different stakeholders, including IsDB, LLF and its donors. To this end, the use of the LLF communications playbook and the toolkit is essential. Manage internal and external communications to ensure that all stakeholders (including the LLF and its donors) have accurate and timely information about the project's progress.
- Ensure effective and timely communication among project team members, stakeholders, and relevant external parties
- Regular creation of communication materials and launch via different media (social media, newspaper articles, blogs, etc.)
- Facilitate the exchange of information and provide support for decision-making processes
- Maintain and update project websites and social media accounts. Bring forth regularly success stories and learnings from the project.



- Provide training and support to project team members on communication best practices
- Monitor and evaluate the effectiveness of communication activities and adjust strategies as needed. Develop a baseline that would help gauge the progress and impacts of the communication efforts.
- Maintain project communication archives and ensure that all communications are properly documented.
- Integrating Communication activities in the routine reports to the IsDB
- Ensuring compliance with LLF's visibility, Branding and Marking Guidelines on all project assets and communications products.

3. Expected Deliverables:

1. Communication and documentation Framework/Plan for the project will be developed;
2. At least 2 Campaign/awareness/ Social Behavior Change Communications products would be developed with proper field testing. This will be in line with GOM/IsDB/LLF visibility;
3. Annual Assessment Report on progress of communication/awareness development activities

4. Reporting Obligations

The Communications Manager shall report to the Project Director on the status of the assignment on a regular basis or as required.

5. Required Expertise and Qualifications

- Undergraduate degree in Communications, Creative Arts, Journalism, Public Relations, Marketing or equivalent field, with at least 3 years of working specific experience in communications.
- Master's degree in communications, Journalism, Public Relations, Marketing or an equivalent field is an added advantage.
- Minimum General Experience: 4 years of relevant professional experience.
- Strong skills set to develop marketing materials, graphics, videos, and animation is preferred.
- Demonstrated communications skills in a wide variety of areas including digital, media, branding, and marketing skills.
- Strong verbal and written communication skills in English and Dhivehi for different audiences at different levels, and ability to explain complex issues in an appealing and concise way.
- Flexibility, ability to multi-task, prioritize and work under pressure.
- Interpersonal skills and ability to work as part of a multi-disciplinary team.
- High computer literacy



6. Contract Duration

This is a 1-year contract. The contract shall be renewed based on performance, need, and funding. This contract is expected to commence in **March 2023**.

7. Working hours

- The selected applicant will be required to complete assigned tasks and projects and will be required to report on a requirement basis. A Monthly Time Sheet (Tasks completion) would be submitted end of the month.

8. Required Documents

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

- i. Complete and up-to-date Curriculum Vitae (CV).
- ii. Copy of National Identity Card.
- iii. Copies of academic certificates with transcripts. (**All international certificates must be accredited by MQA**)
- iv. Reference letters from current/ previous employers certifying type of employment, job roles, and service period.
- v. Recommendation letters from previous supervisors or employers (optional).

9. Expression of Interest Application Submission

Interested Consultants may obtain further information at the address below during office hours 08:00 to 16:00 hours (local time). Your applications are to be sent to the address;

Niushad Saeed, Project Director
Ministry of Economic Development
Telephone: +960 332-3668
Fax: +960 332-3668
Email: tender.pmu@trade.gov.mv
Website: www.trade.gov.mv

Applications must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **1400 hrs on 6th March 2023**.