



Ministry of Environment, Climate Change and Technology

Republic of Maldives

Date: 11th April 2023

Announcement Reference No: (IUL)438-HRU/438/2023/187

Terms of Reference

Project: Integrated, Sustainable and Low Emissions Transport in the Maldives

Position: Specialist in Marketing and Communications with Public Awareness and Advocacy Programs (National)

Location: Based at the Ministry of Environment, Climate Change and Technology (with travel to project islands across the country as required)

GEF Thematic Area: Low Emission Transport

Type of Contract: Individual Contract

Type of Consultancy: National

Estimated Starting Date: May 2023

Duration of Contract: 12 months (possibility of extending for 6 months)

Remuneration: MVR 20,160 per month

1. Introduction

The Government of Maldives has received funding from the Global Environment Facility (GEF) for the project “Integrated Sustainable and Low Emission Transport in the Maldives”. The Government intends to apply part of the proceeds towards hiring a Specialist in Marketing and Communications with Public Awareness and Advocacy Programs (National) of the Project.

The objective of the project is to promote an integrated, sustainable and low-emissions transport system and reduce GHG emissions and air pollution from the transport sector as well as address energy security by reducing fossil fuel imports. The project will result in an integrated urban and transport plan that leads to enhanced coordination among various government stakeholders and development of projects to enhance mobility for the residents with public and low emission transport infrastructure. The visibility of demonstration of the projects for e-buses and e-bike sharing schemes backed with the campaigns to create awareness of users, the benefits for sustainable low-emission transport options is expected to create a buy-in among policy makers and stakeholders to scale of investments in sustainable low emission transport options. The project will support development of measurable, reportable, and verifiable (MRV) system to measure emissions and reduction. This system will track and assess the benefits/ impacts of sustainable low-emissions transport options. This increased information and its tracking on use of sustainable low-emission transport will create greater awareness of benefits in policy makers and users to continuously integrate new and emerging sustainable and low-emission transport options. Information from

demonstration projects and tracking of information on use of sustainable low-emission transport will create greater awareness of benefits in policy makers and users.

The proposed project is structured across three components, which are necessary to address the barriers and facilitate the successful implementation of the baseline efforts to achieve an integrated, sustainable, and low-emissions transport system:

- Component 1: Institutionalization of integrated sustainable low-carbon transport and development of regulatory framework and policies
- Component 2: Short-term barrier removal and scaling-up investments through low-emission sustainable transport demonstrations
- Component 3: Preparing for scale-up, monitoring, awareness creation and replication of integrated sustainable low-emission transport

2. Responsibilities and detailed tasks:

The main objective of this consultancy service is to provide strategic direction for project's communication strategy design for information dissemination and provide Public Awareness and Advocacy programs that will enable to maximize the usage of the all key outputs of the project.

The outcome of the consultancy should lead to total public awareness of the project on low transport modalities using various means of communication including social media, videos, infographics, analytics, email marketing and marketing campaigns on the sustainable low-emission transport development.

The consultant will recommend appropriate actions to strengthen and maintain the public awareness in low emission transport modes which will lead to higher usage of such modes throughout the country.

Specialist in Marketing and Communications with Public Awareness and advocacy programs would be responsible for, but not limited to, the following activities

- 2.1 Support and provide strategic direction for project's communication strategy and awareness campaigns using digital means of communication and channels including social media, videos, infographics, analytics, email marketing and marketing campaigns.
- 2.2 Contribute and/or manage day-to-day work programs for social media specialist, video producer, email specialist, photographers, graphic designers, and external agencies, as required.
- 2.3 Develop easy-to-understand digital content to explain project's core work and results, with a focus on demonstrating results in developing countries
- 2.4 Help develop a strategy to step up and extend the child project's (pilot project) to reach in other islands.
- 2.5 Monitor and address risks and/or leverage opportunities of project across media channels.
- 2.6 Under the direction of the NTC, develop awareness and advocacy related products and dissemination strategies to support the early stages of GPE's Replenishment campaign.
- 2.7 Support the Project team with other related tasks, as required.
- 2.8 Coordinate with the the Ministry's media team to promote the project and low emission transport in Maldives.
- 2.9 Carry out other relevant tasks on request and agreement with the line manager.

The main outputs of Specialist in Marketing and Communications with Public Awareness and Advocacy Programs will include but not be limited to the following;

1. Communication Strategy for the Project
2. Public Awareness Campaigns
3. Information dissemination material for use in different forums and through different media channels
4. Preparation and publication of press releases, blogs, brochures, and organization of press briefings, media visits, along with placement of media articles, Daily/weekly media monitoring and monthly analysis.
5. Organize NGO/CSO meetings, launch events, awareness raising programs, and targeted outreach activities with key opinion leaders in Maldives. (Submit a report after the completion of each consultation. The report should outline the key recommendations, relevance of these recommendations and means and methods of converting recommendation into action points on the Communication Strategy).
6. Create Digital Media such as Facebook, Twitter, Instagram, etc for the Project and design management the content during the contract period.
7. Suggest improvements to related website and text message facilities related to the Project.
8. Ensure a strategy for socio-economic benefits propagation and penetration at grassroots levels for understanding, benefits and use of Low Emission Transport Systems.

3. Qualifications required:

The Specialist in Marketing and Communications with Public Awareness and Advocacy Programs shall meet following qualifications, experience and competency:

Minimum qualification:

1. Academic degree in journalism, public relations, marketing, communications, or field related to international development.
2. Minimum of 3 years of professional experience in a communications, public relations or public information expertise role.

Other evaluated Qualifications/Skills:

- Very good inter-personal skills, including facilitation of meetings, and experience with networking.
- Experience in managing stakeholders at local and national level including, working with local institutions.
- Demonstrated experience in writing and editing publishable text (writing samples may be requested, and a written test conducted).
- Demonstrated experience in producing knowledge products or corporate communication materials.
- Fluent in both English and Dhivehi.
- Proficiency in the use of relevant computer software applications, especially MS Word and MS Excel and website software.

- Excellent language skills in Dhivehi and English (writing, speaking and reading and fluency in computer usage in both languages)

4. Collaboration, Guidance and Supervision

The Specialist in Marketing and Communications with Public Awareness and Advocacy Programs will be contracted by the Ministry of Environment, Climate Change and Technology and is fully accountable to the Ministry on the quality and timely delivery of his/her work under the contract. During the period of work, the Specialist in Marketing and Communications with Public Awareness and Advocacy Programs will work under the guidance and supervision of the Project National Technical Coordinator, and will work closely with the other expertise hired under the project.

5. Duration of the Assignment

The Specialist in Marketing and Communications with Public Awareness and Advocacy Programs will be hired for a period of 12 months, (with the possibility of extension for 6 months)

6. Remuneration

Remuneration will be at the rate of MVR 20,160.00 per month

7. Selection Criteria

The Specialist in Marketing and Communications with Public Awareness and Advocacy Programs will be selected based on the following criteria. Only the candidates who meet the minimum qualification listed under section 3 will be selected for the interview.

Criteria	Weightage (%)	Documents Evaluated
Achieved minimum academic qualification and work experience	40	<i>Copies of Accredited Certificate and Letters of experience</i>
Additional Points for Master's Degree	10	<i>Copies of Accredited Certificate</i>
Experience with related works and similar fields	10	<i>Reference Letters of Experience</i>
Experience in working with a donor funded project that are concerned in a related field (5 points for each project)	10	<i>Reference Letters of experience</i>
Interview	30	<i>Interview</i>

8. Application

The applicants shall submit their applications along with the following documents:

- Letter of Expression of Interest (EOI)
- Detailed Curriculum Vitae
- Copies of Accredited certificates
- Letters of work experience
- Copy of National ID card
- Any other document that may support the application

9. Submission

Interested candidates may email their proposals on or before 1200hrs of 17th April 2023 to the following address.

Human Resource Department

hr@environment.gov.mv, islet@environment.gov.mv

Ministry of Environment, Climate Change and Technology

Green Building, Handhuvaree Hingun, Maafannu Male', 20392,

Republic of Maldives