



**Ministry of National Planning, Housing and Infrastructure**  
Republic of Maldives

**TERMS OF REFERENCE**

**COMMUNICATION SPECIALIST**

**MALDIVES URBAN DEVELOPMENT AND RESILIENCE PROJECT**

**A. PURPOSE**

The Government of the Republic of Maldives through Ministry of National Planning, Housing and Infrastructure is implementing “Maldives Urban Development and Resilience Project” (MUDRP) financed by the World Bank and intends to apply part of the proceeds for the selection of a Communication Specialist for the implementation of this project by Ministry of National Planning, Housing and Infrastructure.

**B. BACKGROUND**

The main objective of the project is to enhance urban services and strengthen resilience in selected cities in Maldives. The various components in this project include construction of Sewage Treatment Facility at Hulhumale, Storm water Drainage Improvement and Rain Water Storage, Establishment of Disaster Emergency Operations Center at National Disaster Management Authority (NDMA) and also financing a number of technical and analytical studies to strengthen sustainable urban development. The MUDRP will be prepared and implemented in accordance with the World Bank’s policies and standards on social and environmental management.

**C. OBJECTIVES OF ASSIGNMENT**

The Communications Specialist will be responsible 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 project’s communication components. The communications Specialist will be responsible for production of communication and awareness materials, write-ups for project purposes and coordinating public awareness

**D. SCOPE OF SERVICES**

The Communications Specialist will carry out, inter alia, several tasks, including but not limiting to the followings;

- i. Develop a communication needs assessment which includes stakeholder mapping at different levels, frame SMART communications objectives and target audiences given a specific timeline and develop a messaging plan within 3 months of award of contract. This will help inform the most appropriate channels to carry the messages to the desired audiences.
- ii. Develop and implement a comprehensive communication strategy for MUDRP within 6 months of contract signing. The main objective of the communication strategy will be to promote effective communications with external and internal audiences on World Bank financed operations, research products and advocacy campaigns. Communication strategy must be prepared to employ the full array of modern communications tools, including social media in order to outreach the key audiences;
- iii. Take the lead on planning and producing various multimedia products (i.e., videos, info graphics, photos, etc.) based on the communications strategy.
- iv. Design, develop and produce external and internal communication and awareness materials as well as write-ups for project purposes.
- v. Plan, develop and implement public relations (PR) strategies, including writing and distribution of press releases to targeted media channels.
- vi. Plan, develop and deliver creative ideas for all promotional materials and activities to disseminate information to target audiences and media channels, including but not limited to banners, booklets, fliers, e-newsletters, posters, presentations, campaigns for print and social media by choosing the appropriate media/software and style to meet the project's communications objectives.
- vii. Administer the creation and publishing of relevant content on social media platforms.
- viii. Develop and implement effective information dissemination strategies on principles, processes and achievements of the project, document best practices and success stories for development partners and government departments.
- ix. Liaise with relevant media outlets and press on promoting the project activities and communicating relevant information to the target audiences.
- x. Ensure full coherence and alignment with donor's branding guidelines while implementing the aforementioned communications strategy and awareness programs.
- xi. Organize and moderate public awareness sessions and public consultation sessions for different project activities.
- xii. The Communications Specialist is responsible to ensure that communication systems must have special measure be put in place, where needed, to ensure gender inclusion and vulnerable groups are reached and able to ACTIVELY participate.
- xiii. The Communications Specialist needs to have an up to date communication strategy for public relations and/or information regarding MUDRP and activities carried out by the project.
- xiv. Any other related duties assigned by the Project Manager.

This position is based at the premises of the Ministry of National Planning, Housing and Infrastructure in Male' but traveling may be required.

## **A. REPORTING OBLIGATIONS**

Report and advise the Project Manager or his designate on behalf of the Client, on all aspects of Project Implementation throughout the duration of the contract.

The Consultant shall ensure that all the required reports for the project are prepared on time in accordance with the requirements of Client and the World Bank.

## **B. KEY QUALIFICATIONS AND EXPERIENCE**

1. Master's Degree in Mass Communication, Public Administration, Journalism Marketing or any other project related relevant field.
2. At least Seven (7) years of work experience in the field.
3. Strong practical and technical background in use of professional graphic designing software such as Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.
4. Experience in donor funded projects will be an added advantage.
5. Experience in public presentation and information dissemination to the public will be an added advantage.
6. Experience in developing concepts, storyboards and production of short video spots, animations, GIF's and other multimedia materials will be an advantage.
7. Good understanding of new and evolving technologies and digital platforms is an asset.
8. Strong understating of Social Media applications Such as Facebook, Instagram, Twitter etc.

Candidate must be willing to work for extended periods without direct supervision and may be expected to travel to islands within the catchment.

In addition, the individual's reputation of integrity and impartiality routed in independent from third parties shall be considered.

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 initiative in his/her broad field of actions.

### C. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 24 months from the commencement of the works with 03 months' probation period and potential extension based on performance and need.

### D. FACILITIES TO BE PROVIDED BY THE CLIENT

The Consultant will be provided office space and office facilities in the PMU set up in MNPHI. If required local transport between Male', inter-Atolls and inter-islands will be provided.

### E. SELECTION CRITERIA

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

Rating Criteria	
Criterion	Rate
Educational qualification - Master's Degree	<b>30 points</b> <i>30 points</i>
Experience in related field - 7 years and above - Less than 7 years	<b>30 points</b> <i>30 points</i> <i>20 points</i>
Experience in working in similar projects (both PSIP and Donor Funded)	<b>10 points</b>
Interpersonal Skills and Presentation (will be assessed during personal interview) - Fluency in both languages (written and oral) - Presentation Skills - Knowledge on Social Media Applications - Knowledge on use of professional graphic designing software	<b>30 points</b>

### F. REMUNERATIONS

Successful individual will be paid an all-inclusive monthly fee in the range of MVR 30,240 to MVR 34,740 depending on their qualifications and experience.

### G. SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

1. Office space and other facilities such as computers will be provided as required.
2. 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.

3. Leave entitlement shall be as follows;
  - a. Annual Leave: The Consultant may take up to Thirty (30) working days leave per calendar year upon the completion of the first year.
  - b. Sick Leave: The Consultant may take Thirty (30) days of paid sick leave.
    - (i) The Consultant is allowed to take 30 days sick leave with medical certificate specifying the nature of the illness and recommended duration of sick leave by a licensed medical practitioner is to be submitted on the first day back at work.
    - (ii) Notwithstanding the above, the Consultant is allowed to take 15 days' sick leave without medical certificate and can be taken for two consecutive days.
  - c. Family Responsibility Leave: The Consultant may take Ten (10) days of paid leave in a year to attend important obligations such as tending family members during illness.
  - d. Other leaves: The Consultant is entitled to leaves as per the Maldives Employment Act (*Law no. 2/2008*).
  - e. Unpaid Leave: The Consultant will not be paid for leave(s) that exceed the maximum allowed and the Client may terminate the contract if the unpaid leave exceeds more than Thirty (30) working days.

## **H. APPLICATION**

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

1. Cover Letter for Expression of Interest (EOI)
2. Copy of National Identification Card
3. A CV including information that demonstrates that the candidate is qualified to undertake the scope of work
4. Work experience documentation (including a description of similar assignments, experience in similar conditions, availability of appropriate skills etc.)
5. Copies of attested academic qualifications.
6. Reference letters from Current and/or previous employers.

## **I. SUBMISSION**

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

Infrastructure Department,  
Ministry of National Planning, Housing and Infrastructure,  
Ameenee Magu, Maafannu Male', 20392,  
Republic of Maldives.

Email: [tenders@planning.gov.mv](mailto:tenders@planning.gov.mv)

CC: [mudrp@planning.gov.mv](mailto:mudrp@planning.gov.mv)