

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Fisheries and Ocean Resources  
Male', Republic of Maldives

**TRANSFORMING FISHERIES SECTOR MANAGEMENT IN SOUTH-  
WEST INDIAN OCEAN REGION AND MALDIVES PROJECT**  
**(TransFORM, SWIOFish5) - P179242**

**Communication Officer**

**Terms of Reference**

**A. BACKGROUND**

The Government of the Republic of Maldives through the Ministry of Fisheries and Ocean Resources is implementing Maldives –Transforming Fisheries Sector Management in South-West Indian Ocean Region and Maldives Project financed by the World Bank. The project will be managed by the Corporate Department / Project Management Unit (PMU) set up within the Ministry of Fisheries and Ocean Resources. The project will be implemented in accordance with the Project Implementation Plan (PIP), Project's Procurement Manual, and the Project's Financial Management Manual all of which are consistent with the World Bank's guidelines and procedures on procurement and financial management.

The aim of the Project to strengthen regional, evidence-based fisheries management in the South-West Indian Ocean Region and to improve competitiveness in the fisheries sector in the Maldives. The project comprises of the following components.

**COMPONENT 1: Enhance Evidence-based Management Advice to the Fisheries Sector in the South-West Indian Ocean Region (*implemented by the IOC*)**

- 1.1. Promoting the Development and Coordination of Relevant Innovative Regional Research with a Focus on Capacity Development Programs and Initiatives
- 1.2. Coordinating and Consolidating Regional Cooperation for Evidence-based Advice on Management of Fisheries and Other Uses of Marine and Coastal Ecosystems
- 1.3. Linking and Coordinating the Fisheries Initiatives and Programs in the Region



## **COMPONENT 2: Supporting Maldives as the Catalyst for Strengthened Regional Capacity for Fisheries Governance and Management**

- 2.1. Improved and Innovative Implementation, Enforcement and Monitoring of Fisheries Management Plans and Sharing Results with SWIO Countries
- 2.2. Augmented Comprehensive Quarantine, Disease Surveillance and Management and Experience Sharing with SWIO Countries
- 2.3. Skills and Capacity Building for Supporting Enterprise Development in Fisheries Sector
- 2.4. Augmentation of Project Management Capacity of MoFOR including Building Capacities for Enhanced Regional Cooperation

## **COMPONENT 3: Enhanced Competitiveness and Private Sector Participation for improving Business Climate for Fisheries in Maldives and the South-West Indian Ocean Region**

- 3.1. Decarbonization of the Fisheries Sector
- 3.2. Diversification/Expansion of Fisheries Sector through Facilitating Small and Medium Enterprise Businesses

### **B. OBJECTIVES OF ASSIGNMENT**

The project wishes to contract a Communication Officer. The objective of this assignment is to support the media and public relation activities implemented by the Project with the responsibility for ensuring compliance with the World Bank guidelines. The Communication Officer is responsible for formulating and implementing the communication strategy of the project and to assist in the knowledge management of the project.

In support of this, the Communication Officer will be expected to report to the Project Manager and to work closely with the Project Component Coordinators, technical staff of MoFOR, Project staff as well as with the project members from the World Bank.

### **C. OVERALL RESPONSIBILITY**

The overall responsibilities of the Communication Officer include, but are not limited to the following:

1. Develop and implement a communication strategy and plans for the project.
2. Assist in leading the development of project level communication work plans for each component/activity on principles, processes and achievements of the project, and document



best practices and success stories for the development partners and the Government of Maldives.

3. Coordinate with the Social and Gender Specialist and Monitoring and Evaluations Specialist in the implementation of the project Stakeholder Engagement Plan (SEP).
4. Plan all media and communication-related activities in close consultation with the project stakeholders and report on media.
5. Plan and execute all digital marketing activities, including social media advertising and email communications.
6. Prepare content for the website and social media to ensure consistency of the materials and messaging.
7. Organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits.
8. Maintain project communication archives and ensure that all communications are properly documented.
9. 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 appearances.
10. Liaise with local and international media outlets to ensure the best coverage of the project action's activities & results.
11. 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.
12. Prepare scripts and assist in arranging, conducting, and documenting stakeholder and public engagement activities, disclosure of information and awareness raising.
13. Responding to media enquiries, setting up interviews, managing media logistics & close monitoring of all media coverage regarding the project and the implementing agency.
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. Support other donor-funded projects and activities under the Ministry's mandate.

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19. Any other task assigned by the Project may be necessary for the performance of the duties for the projects.

#### **D. QUALIFICATIONS AND EXPERIENCE**

1. A Bachelor's Degree in Communication, Journalism, Public Relations, Multimedia, Graphics Design or Visual Arts, or Information Sciences or Content Writing with exceptional video/photography, Visual Design, or equivalent.
2. At least three (3) years of experience in implementing design campaigns, digital art work, production and social media activities.
3. Previous experience in development assistance or related work for an international agency or donor organization is desirable.
4. Strong skill set to develop marketing materials, graphics, videos, and animation is preferred.
5. Excellent writing, editing and analytical skills and capability of working independently. Fluent in written and spoken English and Dhivehi;
6. Ability to interact with multiple staff in the relevant agencies and respond to and liaise with stakeholders from industry and private sector.
7. Ability to draw out the information collected to deliver relevant knowledge-sharing products to stakeholders;
8. The successful individual must be willing to work for extended periods without direct supervision and travel to islands within the project area.
9. Demonstrates openness to change and ability to manage complexities.
10. Should have strong and proactive interpersonal communicative skills, experience in team leadership and participatory management.

The short-listed candidate will be requested to participate in personal interviews, 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 project. S/he must be willing to work in a team, be flexible to emerging or changing conditions, and undertake initiative to overcome challenges.

#### **E. REPORTING REQUIREMENT**

1. Report directly to the Project Manager on all aspects of Project Management throughout the duration of the contract unless otherwise advised by the Implementing Agency.



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2. The Communication Officer is expected to report to work on weekdays from 0800 – 1400 hours other than public holidays and provide services to the Client for an average of 30 hours a week. Remuneration for less than 6 hours work per day will be on a pro-rate basis.
3. The Communication Officer shall provide all the necessary reports and updates to the Project Manager to be presented at the Project Steering Committee and donor agencies whenever needed.
4. The Communication Officer is required to report to work in official attire.

## **F. SCHEDULE FOR THE ASSIGNMENT**

Duration of the assignment is 36 months from the commencement of the works with potential extension based on performance. The successful candidate is expected to commence the services in April 2024.

This position is based at the Project Office of the Ministry of Fisheries and Ocean Resources in Male' with travel to Islands vessels or field visits as maybe required.

## **G. RENUMERATION AND OTHER BENEFITS**

1. MVR 19,500-22,400/- depending on qualification and experience, per calendar month as remuneration for the services provided.
2. Training and travel expenses related to service under this contract will be covered by the project budget.
3. S/he shall participate in the Maldives Retirement Pension Scheme as required by the Maldives Pension Law and its regulations.
4. Medical insurance coverage will be provided.
5. S/he will be given an allowance called "Ramadan Allowance" as per the rules of the Government, prior to the beginning of the month of Ramadan. The allowance will be entitled only to Muslims.

## **H. SERVICES AND FACILITIES TO BE PROVIDED BY THE IMPLEMENTING AGENCY**

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

