



Terms of Reference and Scope of Services
FOR
Communications Specialist
Maldives: Enhancing Employability and Resilience of Youth Project
(MEERY: P163818)
Ministry of Higher Education
Republic of Maldives

1. Background

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the “Maldives: Enhancing Employability and Resilience of Youth” (MEERY) Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being administered by the Ministry of Higher Education (MoHE), with a Project Steering Committee that will be co-chaired by the MoHE and the Ministry of Economic Development.

The Project Development Objective is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors.

Component 1: Integrating Skills Development with Labor Demand in the Tourism & Construction, and ICT-related Services Sector.

- 1.1: Labor-market assessment and analysis for demand driven skills identification*
- 1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum*
- 1.3: Face-to-Face Skills Delivery.*

1.4: Support for Entrepreneurship Development.

Component 2. Skills Development and eLearning Strategy.

2.1: Strategy Development, Strengthening and Diversifying skills development programs.

2.2: IT infrastructure for skills development and jobs platform.

2.3: Career hubs for education-industry linkages.

Component 3. Project Coordination, Monitoring and Evaluation

2. Objectives of the Assignment

The Project will be managed by the PMU established at the MoHE and led by the Project Director, who is assisted by the Project Coordinator on the day-to-day operations of the Project. The PMU is seeking a suitable candidate as a Communications Specialist for the Project. The consultant will report to the Project Director and the Project Coordinator. 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 activities.

3. Scope of Services

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

- 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. This will help inform the most appropriate channels to carry the messages to the desired audiences.
- Develop and implement a comprehensive communication strategy for MEERY project.
- Design and implement the strategy to promote effective communications with external and internal audiences on Bank-financed operations, research products, and campaigns. Must be prepared to employ the full array of modern communications tools, including social media, to reach key audiences.
- Take the lead on planning and producing various multimedia products (i.e., videos, infographics, photos, etc.) based on the communications strategy.
- Design, develop and produce external and internal communication and awareness materials as well as write-ups for project purposes.
- Plan, develop and implement public relations (PR) strategies, including writing and distribution of press releases to targeted media channels.
- Plan, produce and deliver creative ideas for all promotional materials and activities to disseminate information to target audiences and media channels, including 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.

- Administer the creation and publishing of relevant content on social media.
- Develop and implement effective information dissemination strategies on principles, process and achievements of the project, and document best practices and success stories for development partners and government departments.
- Liaise with relevant media outlets and press on promoting the project activities and communicating relevant information to the target audience.
- Ensure full coherence and alignment with donor's branding guidelines while implementing the communications strategy and awareness programs.
- Any other related duties assigned by the Project Coordinator.

4. Required Qualifications and Experience

- Masters or Bachelors Degree in Mass Communication, Journalism or any other relevant field.
- At least 03 years work experience in related field.
- Strong practical and technical background in use of professional graphic designing software such as Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.
- Experience in developing concepts, storyboards and production of short video spots, animations, GIF's and other multimedia materials will be an advantage.
- Good understanding of new and evolving technologies and digital platforms is an asset.

5. Other Competencies

- Excellent written and oral skills in English and Divehi, with the ability to produce comprehensive reports in English.
- Strong communication skills in presenting, discussing and resolving challenging issues and have ability to work efficiently and effectively in a multidisciplinary team.
- The successful candidate must be willing to work for extended periods without direct supervision.
- 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.
- Ability to plan projects with complex and diverse activities.
- Familiarity with the relevant Government procedures and regulations.
- Ability to maintain confidentiality/discretion as and when needed.

6. Institutional Arrangements

The Communications Specialist will report directly to the Project Coordinator who has overall responsibility for the management of the MEERY Project.

7. Duration of services and terms of payment

The service is initially for a period of 1 year or any other time frame agreed by both parties. Any renewal will be based on a performance evaluation of the individual selected. The Communications Specialist will be paid based on the qualifications and relevant experience as per the Salary Framework for Donor Funded Projects under Ministry of Finance.