



Ministry of National Planning, Housing and Infrastructure
Republic of Maldives

TERMS OF REFERENCE

COMMUNICATION OFFICER

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 Officer 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 Officer 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 Officer 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 Officer 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. 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 maybe 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. Masters or Bachelor's Degree in Mass Communication, Marketing or any other relevant field.
2. Three (3) 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 developing concepts, storyboards and production of short video spots, animations, GIF's and other multimedia materials will be an advantage.
6. Good understanding of new and evolving technologies and digital platforms is an asset.
7. 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 Officer will be selected based on the following criteria.

Rating Criteria	
Criterion	Rate
Educational qualification <ul style="list-style-type: none">- Masters or higher- Bachelors	30 points <i>30 points</i> <i>20 points</i>
Experience in related field <ul style="list-style-type: none">- 3 years and above- Less than 3 years	30 points <i>30 points</i> <i>20 points</i>
Experience in working in similar projects (both PSIP and Donor Funded)	10 points
Interpersonal Skills and Presentation (will be assessed during personal interview) <ul style="list-style-type: none">- Fluency in both languages (written and oral)- Presentation Skills- Knowledge on Social Media Applications- Knowledge on use of professional graphic designing software	30 points

F. REMUNERATIONS

Successful individual will be paid an all-inclusive monthly fee in the range of MVR 19,800 to MVR 22,770 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:

Unplanned Leave:

- a. The Consultant may take up to thirty (30) working days of paid leave per annum or pro rata as may be agreed by the client for medical reasons or emergencies. If the duration is more than two consecutive days, a medical certificate specifying the nature of the consultant's illness and recommended duration of leave issued by a licensed medical practitioner must be submitted on the first day back at work.
- b. The Consultant may take up to ten (0) working days of paid leave per annum or pro rata as may be agreed by the client for Family Responsibility reasons or emergencies.

Planned Leave: The consultant may take up to thirty (30) working days of paid leave per annum or pro rata as may be agreed by the Client

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
CC: mudrp@planning.gov.mv