

# Consultancy for Delivering Communication Strategy & Plan for the Ministry of Economic Development

## **Introduction**

The Ministry of Economic Development (MED) is seeking the services of an individual Consultant to audit and develop a comprehensive communications plan and strategy in order to improve the delivery of MED's mandate.

The Ministry of Economic Development has been entrusted to undertake the policy and programmatic responsibilities relating to trade, investment, and economic development. These include amongst other things:

1. Provide economic and trade policy leadership in the government.
2. Ensuring a conducive and internationally competitive business and commercial environment in the Maldives.
3. Identify strategies for diversification of the Maldives economy and work towards further diversification of established industries.
4. Identify strategies for export development and promotion
5. Identify and establish market access opportunities with our trade partners and help domestic industries internationalize.
6. Identify and implement investment promotion initiatives.
7. Ensure a fair-trading environment where the rights of the consumers are adequately protected.
8. Establish and ensure that standards for trade in goods and services are maintained.
9. Review pending government led infrastructure programs and design and implement new financial models/ frameworks to deliver these programs more efficiently
10. Ensuring the implementation of the employment related objectives of the government, including the regulation and management of the expatriate labour system.

## Terms of Reference

The Consultant who will serve as the Communications Lead will be embedded in the Ministry and will be responsible for the development, implementation, and monitoring of the communications strategies for the Ministry of Economic Development and all other State affiliated organizations under the purview of MED and its mandate. The Consultant will also be specifically responsible to handle the communications aspect for the Ministry's MED mandate.

1. Design, implement, monitor and assess a comprehensive, results-oriented communications strategy and plan for MED that will include effective positioning, stakeholder engagement, creating and leveraging communications opportunities, and horizon risk scanning and management.
2. Monitoring and analysing current events to provide strategic and timely advice on high-profile or sensitive internal or external communications issues.
3. Manage media relations by proactively cultivating media relationships, including looking for opportunities to leverage MED in the media and handling incoming media queries.
4. Develop and/or oversee the development of communication products, including (but not limited to) events or launches; press releases; stories; op-eds; multimedia products; etc.
5. Oversee planning, coordination, scheduling and logistics, often across multiple teams, for press briefings, public or broadcast appearances, and other communications related activities by the Ministry.
6. Develop and/or oversee a library of communication materials and records of media relations of the Ministry.
7. Management and support in updating the Ministry and its affiliate websites and social media handles.
8. Develop a specific communications strategy and plan to improve internal and external communication for the MED mandate.

## **Qualifications & Skills**

- The applicant must hold a Bachelor's degree in communications, journalism, political science, or related field.
- Minimum 2-5 years of relevant experience in a communications role.
- Demonstrates excellent language skills in both Dhivehi & English.
- Experience and proficiency to write and edit complex communications products for purposeful structure, clarity of ideas, and logical persuasive presentation.
- Demonstrates ability to nurture and maintain relationships and communications with critical internal and external stakeholders.
- Demonstrates ability to think strategically and rapidly analyze diverse information from varied sources.
- Solid understanding of governance and economics and ability to identify communications-related opportunities and risks.
- Demonstrates ability and skills to take initiative, personal ownership, and accountability to meet deadlines, work under pressure, and achieve agreed upon results.
- Experience using digital and social media to stimulate conversations with stakeholders, develop strategies to position across websites, blogs and other channels.

## **Duration of Consultancy**

12 calendar months.

## **Working Hours**

0800-1600hrs, weekdays.

The selected applicant may be required to work outside of the above working hours occasionally during the term of the consultancy.

## **Remuneration**

MVR 35,000 per month (inclusive of all benefits)

## **Recruitment Process**

Applicants interested in providing the services, are required to submit their CV, certificates and other relevant information demonstrating his/her qualification and experience in the area.