

**Ministry of Agriculture, Livestock and Irrigation**  
**Department of Rural Development (DRD)**  
**National Community Driven Development Project**  
**IDA Grant Number H814-MM**  
**Communication Consultant (1 National Post)**  
**(18 Months) Ref No.C 61**

## **BACKGROUND**

The Republic of the Union of Myanmar has received financing from the World Bank to implement a Community Driven Development Project, and it intends to apply part of proceeds to payments of goods, works, related services and consulting services to be procured under this project.

The Project will be implemented by the Department of the Rural Development (DRD) under the Ministry of Agriculture, Livestock and Irrigation. The project's components are:

1. Component 1: Community Block Grants, to finance four annual cycles to about 63 townships for priority community level infrastructure, typically including small feeder roads, foot-paths and –bridges, small dykes, drinking water systems, rehabilitation of class rooms and health centers, and small scale rural electrification.
2. Component 2: Facilitation and Capacity Development, to finance technical assistance and institutional support at the union and township levels, including the hiring of community facilitators. It would also support capacity development in areas such as participatory processes, project management, gender equality and inclusion, environmental management and social accountability for local committee members as well as government staff at the township, region/ state and union level.
3. Component 3: Knowledge and Learning, to support community representatives and government staff through learning from community based approaches implemented within Myanmar as well as other countries.
4. Component 4: Implementation Support, to support project management at the union and township levels, including monitoring and evaluation, reporting and communications as well as administration and logistical support implementation, including a grievance redress mechanism as well as third-party financial and technical audits.
5. Component 5: Emergency Contingency Response, to provide immediate response to an eligible crisis or emergency, as needed.

It is expected that consulting services for project management and technical support will be procured with participation by international NGOs or consulting firms and vehicles for project offices will be procured through international competitive bidding (ICB).

The project has been successfully appraised by the World Bank (the Project Paper is in Annex 1) and the grant has been negotiated. It is expected that the grant will become effective in March 2013.

DRD is actively developing a communication strategy and plan to inform national and local stakeholders on the strategy, objectives, design and implementation of the project.

## **OBJECTIVE OF THE ASSIGNMENT**

The objective of the Communications Specialist's services is to:

- Assist the DRD to develop a project communications strategy and work-plan
- Build up capacity of the DRD team to actively engage with stakeholders in project outreach.
- Provide assistance in drafting communication sections of the Project Operation Manual.

- Strengthen the DRD communications team with technical expertise on communication techniques.

The services will be provided by an individual national consultant to be appointed by DRD. Selection of such a consultant shall follow the World Bank Consulting Guidelines.

## **DETAILED SCOPE OF WORKS**

The Communications Specialist's duties and responsibilities will include, but not limited to:

- Responsible for planning, designing, executing and monitoring and evaluating the impact of communications strategies, activities, and campaigns for the CDD project.
- This will include:
  - Mapping of key audiences/ stakeholders and outreach products suited to their needs, Determining types of information and communications activities that are best suited to addressing issues or needs
  - Assists DRD in writing and overseeing the preparation, production and dissemination of both routine and complex outreach products (e.g., backgrounders, media packets, news releases, articles, radio/TV broadcasts, powerpoint presentations, brochures, Q & A s, websites, social media, speeches, briefing notes, etc) that promote the strategic and timely flow of information and major issues about the CDD project to key audiences in Myanmar and beyond.
  - Initiates and sustains effective professional relationships with key internal and/ or external constituencies (including the media, civil society, NGOs, academia, businesses, government agencies, parliamentarians, etc.) Identifies opportunities for and forges strategic partnerships to improve dialogue and outreach and to strengthen the CDD Project's overall effectiveness.
  - Monitors and analyzes local media on stories relating to the project. Advises the DRD project Secretariat on news, developments, or changing/ unexpected strategic responses to address them.
  - Helps establish social media (blog, facebook, twitter) presence for CDD project
  - Helps with translation of English documents into Myanmar language and vice versa as required.

## **Deliverables**

- Communications Strategy for the National CDD Project
- Detailed work-plan for 2016-2017 for implementation of the Strategy
- Design of brochures, pamphlets, posters for the project
- Design of a simple project newsletter for stakeholders
- Content for Myanmar National CDD website including FAQ
- Establish facebook site for the project

## **EXPERIENCE AND QUALIFICATIONS**

The Consultant should have, at a minimum, the following criteria:

- Masters degree in Communications or Journalism, or in areas relevant to the World Bank's mission (e.g., economics, sociology, political sciences) if combined with work experience in communications
- Minimum 5-7 years of demonstrated work experience in communications (Myanmar experience is desirable)
- Through knowledge of and practical experience in full range of communications approaches essential to planning, executing, and monitoring communications strategies e.g., campaign management, media operations, social marketing, opinion research, audience outreach, message targeting, and etc.

- Basic proven planning and organizational skills. Strong conceptual and research/ analytical skills, with the ability to think strategically and rapidly analyze and integrate diverse information from varied sources into conclusions and recommendations.

Excellent oral and written communication and presentational skills. Spoken and written fluency required in English and Myanmar language. Facilities to be provided by the Client: Office, Desk, Phone, computer with internet access.

## **MANAGEMENT OF THE ASSIGNMENT AND TIME FRAME**

The consultant shall work directly under the Project Manager DRD and he/ she will provide day-to-day assistance with communications. The services of such Communications Specialist are expected to be for eighteen months. The Communications Specialist will be based in Nay Pyi Taw, Myanmar. The assignment is expected to commence from end of August 2016.

### **To Apply**

Application must be submitted in a written form to the address below (in person, or by mail, or by fax or by e-mail) by **August 11, 2016**.

Further information may be obtained the address below during office hours from 0900 to 1600, Monday through Friday, except public holidays.

Attn: **U Kyaw Swa Aung** (Director),  
NCDD Project Secretariat Office, Department of Rural Development, Ministry of Agriculture, Livestock and Irrigation.

Office No. 14, Nay Pyi Taw, Myanmar.

Telephone: 067 – 409071

Email address: [unioncddprocurement@gmail.com](mailto:unioncddprocurement@gmail.com)

Contact to: **Daw Su Wai Kyaw** (S.A.E),

NCDD Project Secretariat Office, Department of Rural Development, Ministry of Agriculture, Livestock and Irrigation.

Office No.14, Nay Pyi Taw, Myanmar.

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