

**Terms of Reference and Scope of Services**  
**Ministry of Agriculture, Livestock and Irrigation**  
**Department of Rural Development (DRD)**  
**National Community Driven Development Project**  
**IDA Grant Number H814-MM**  
**NATIONAL COMMUNICATION CONSULTANT (18 person months)**  
**Ref No.C 61/ 2017**

**BACKGROUND**

The Republic of the Union of Myanmar has applied for financing in the amount of US\$ around 500 million equivalent from the World Bank toward the cost of the National Community Driven Development Project which has been implemented by Department of Rural Development under Ministry of Agriculture, Livestock and Irrigation since September 2013. The project intends to apply its part of proceeds to recruit one national communication specialist to provide technical support in modification, implementation and monitoring of project communication strategies.

The Project seeks to enable poor rural communities to benefit from improved access to and use of basic infrastructure and services through a people centered approach, and to enhance the Government's capacity to respond promptly and effectively to an eligible crisis or emergency. These objectives are achieved through the following five components:

Component 1: Community Block Grants

Component 2: Facilitation and Capacity Development,

Component 3: Knowledge and Learning

Component 4: Implementation Support,

Component 5: Emergency Contingency Response, (to provide immediate response to an eligible crisis or emergency, as needed)

For more detailed information about the project, please visit to the project webpage: [www.cdd.drdmyanmar.org](http://www.cdd.drdmyanmar.org)

**OBJECTIVE OF THE ASSIGNMENT**

The overall objective of the National Communications Specialist's services is to have the following achievements in NCDD project implementation:

- Develop a Project Communications Strategy that will be properly functioning.
- Increase the communities' and other stakeholders' understanding of the project.
- Promote learning and behavior change for community leadership, good behavior following the code of conduct, and a constructive community -government relationship in the project and beyond.
- Build up capacity of the DRD team to actively engage with stakeholders in project outreach.

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

### **DETAILED SCOPE OF WORKS**

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

- Modify the strategy/ action plan/ training or knowledge-sharing plan of project communications.
- Help DRD in developing and executing a township- specific info dissemination and outreach strategy to raise awareness about the project.
- Responsible for planning, designing, executing and monitoring and evaluating the impact of communications strategies, activities, and camping for the CDD project.
- 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.
- Develop training materials/ plan and provide Communication training to the union/ township TTA/DRD staff and facilitators (if needed).
- Helps establish social media (blog, facebook, twitter) presence for CDD project.
- Advise DRD in modifying/ developing of the project website.

### **EXPECTED OUTPUTS AND DELIVERABLES**

The consultant, during the contractual period, is expected to achieve in developing, modifying and applying of a proper functioning system/ strategy of the communication for the NCDD project.

### **REPORTING**

The consultant will report and submit the deliverables to the Project Director.

## **DURATION OF WORK**

This assignment (18) months full time estimated to start on September,2017.

## **EXPERIENCE AND QUALIFICATIONS**

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

- Bachelor degree (Master Degree is preferable) in the field of social science, public policy, 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 years of demonstrated work experience in the communications field and under community development projects is preferable.
- 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.