

OBJECTIVE OF THE ASSIGNMENT

The objective of the National 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.
- 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 National 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 2015-2016 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