

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 (C96)

BACKGROUND

The Department of Rural Development under the Ministry of Agriculture, Livestock and Irrigation of the Government of the Republic of the Union of Myanmar is implementing a World Bank co-funded project in Myanmar called “National Community Driven Development Project (NCDDP)” since January 2013. Financing for the NCDDP is provided by the Government of Myanmar, the World Bank and the Government of Italy with around \$540 million in financing committed to the program, which is scheduled to run until November 2021.

The project intends 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:

1. Component 1: Community Block Grants
2. Component 2: Facilitation and Capacity Development,
3. Component 3: Knowledge and Learning
4. Component 4: Implementation Support,
5. 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

OBJECTIVE OF THE ASSIGNMENT

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

- Update the project’s communications strategy to ensure it effectively conveys key messages to identified stakeholders;
- Implement and oversee implementation of the communications strategy, including providing guidance to project staff at the state/region and township level

- Increase the communities' and other stake holders' 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:

(A) *Support the implementation of the communication strategies and plans*

- Review, update and implement the project's communications strategy and associated action plan
- Responsible for planning, designing, executing and monitoring and evaluating the impact of communications strategies and activities

(B) *Develop and/or support the engagement plans and media relations*

- Promote Stakeholder engagement interacting with, and influencing project stakeholders to the overall benefit of the project and its advocates to reach a variety of outcomes through consultation, communication, negotiation and relationship building.
- Help DRD in developing and executing a township-specific info dissemination and outreach strategy to raise awareness about the 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.
- 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.
- Manage media relations with respect to the overall activities. Develop, maintain and update contact lists of journalists and media outlets covering all media - print, TV, radio, web, photo etc. - and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of the project.

- 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.

(C) Training

- Develop and/or modify training materials/plan, and provide communication training for Union Communications Team, township TTA, especially Township Communications Officers (CSAGs), DRD staff and facilitators.

(D) Other tasks

- 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.
- Helps establish social media (blog, facebook, twitter) presence for CDD project. Advise DRD in modifying/ developing of the project website.
- Perform other communications related tasks as assigned by Project Manager.
- Coaching communications staff in NCDDP townships
- Preparing union level quarterly report on progress of communication, challenges,
- Assessing the gap of communication channels

EXPECTED OUTPUTS AND DELIVERABLES

The consultant, during the contractual period, is expected to achieve in developing and modifying of a proper functioning system of the communication for the NCDD project. The consultant will report and submit the monthly working plan to the Project Director.

EXPERIENCE AND QUALIFICATIONS

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

- Bachelor degree or post graduate (Master Degree is preferable) in Communications or in related areas if combined with work experience in communications.
- Minimum 5-7 years of demonstrated work experience in communications (Myanmar experience is desirable)

- Thorough 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.

Interested Candidates must provide their updated curriculum vitae, indicating personal and technical skills, qualifications and experience in similar assignments. Expressions of Interest must be submitted in a written form to the address below by **THURSDAY 19 SEPTEMBER 2019**.

Attn: U Kyaw Swa Aung (Director),
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