



Ministry of Environment and Energy

Republic of Maldives

PROVISION OF WATER SUPPLY, SANITATION AND SOLID WASTE MANAGEMENT PROJECT

COMMUNICATIONS AND AWARENESS OFFICER (CAO)

TERMS OF REFERENCE

A. PURPOSE

The Government of the Republic of Maldives through the Ministry of Environment and Energy (MEE) is implementing the project for the “Provision of Water Supply, Sanitation and Solid Waste Management Project” financed by OPEC Fund for International Development (OFID) and intends to apply part of the proceeds for the selection of a **full time Communications and Awareness Officer (CAO)** for the implementation of water supply, sanitation and solid waste management projects administered by Ministry of Environment and Energy (MEE).

B. BACKGROUND

Maldives is a small island nation with fragile environment and scarce water resources. Its population of over 300,000 is thinly dispersed over 198 islands out of total 1192 islands, the remaining being uninhabited. There are practically no surface water sources and the limited ground water is vulnerable to salinity ingress and contamination from indiscriminately discharged waste water. The wide and uneven distribution of population and vulnerable water resources pose many challenges to the provision of basic services such as access to water and sanitation. Rainwater harvesting and desalination of sea water are practiced on large scale to augment water resources and meet with the increasing water demand.

C. OBJECTIVES OF ASSIGNMENT

The objective of this assignment is institutionalization and robust adoption of internal and external communications and awareness strategies, PR activities, the production of external and internal communication and awareness materials, writing for project purposes and coordinating public awareness activities in accordance with the project documents and in collaboration with the project team and stakeholder agencies to ensure all communication strategy is established and awareness campaigns of projects are carried out smoothly and on time.

D. OVERALL RESPONSIBILITY

The overall responsibilities of the Communications and Awareness Officer include, but are not limited to the following:

1. Ensure full coherence and alignment with OFID guidelines while implementing the communications strategy and awareness programs.

2. Provide technical advice and support to project team and other staff in planning and developing relevant information and communications products.
3. Provide input to all major project documents, including strategies, donor reports and other technical documents, to ensure they are well written and clearly communicating the messages.
4. Support the project management activities, project concepts and resource mobilization tools, ensuring goal-oriented project design. Identifying and implementing public relations and provide support for advocacy, monitoring and evaluation.
5. Take an active role in compilation and finalization of the narrative annual report.
6. Participate in resource mobilization activities by developing required materials and ensuring that the organizational websites remain relevant.
7. Provide support and training in communication for the required staff working at the focus islands, project team when and as required.
8. Conduct OFID projects advocacy campaigns to the focus islands, and keep stakeholders, project team members informed on these activities. Draft press releases, statements, and news summaries and ensure print and electronic media coverage activities in close collaboration with the responsible/ relevant Project Coordinator, Project Director and other relevant staff.
9. Organize regular and ad-hoc briefings, public information events and press conferences related to OFID project components.
10. Follow up on the implementation of the project planned activities, including awareness-raising activities involving the communities/ stakeholders/ focus island staff.
11. Identification and resolution of implementation problems, with the guidance of the Project Team, Project Director.

E. SCOPE OF WORKS

The work of the CAO will include the following tasks, among others:

1. Coordinate the activities of the PMU staff handling the project component to ensure the timely delivery of all communication and awareness needs of the Project components;
2. Visit project sites periodically and report back on the community awareness and acceptance of the project.
3. Ensure information, reports and other documentation requested by the Project Director for review and/or for presentation to Steering and Technical committees are provided in a timely manner;
4. Ensure all relevant information, documents, financial and technical reports are made available for review during review missions, by independent reviewers and/or review by other relevant Authorities of Government of Maldives.
5. Prepare and revise project component activities and financial plans and ensure information/ reports such as annual work plan, annual project review reports, project progress reports, bi-annual reports, quarterly reports etc. and other documentation requested by MEE or funding agency for review and/or for presentation are provided in a timely manner.

6. Any other work related tasks assigned by the Project Director.

F. QUALIFICATIONS AND EXPERIENCE

1. Minimum Graduate qualification in Communication, Marketing, Business Administration or in a related field.
2. Demonstrate interest and up to three (03) years of experience in communications and public awareness (or similar field) is required.
3. Ability to think creatively and develop new ideas and initiatives, and excellent communication and presentation skills are a must.
4. Established track record in communications, media outreach and conducting awareness programs.
5. Experience in drafting and preparing advocacy materials, press briefs in Dhivehi and English Language.
6. Excellent creative skills and advanced command over a range of design software, including Adobe Photoshop, Illustrator, InDesign, etc is preferable.
7. Strong theoretical and practical background in use of design software such as Adobe Design Premium, InDesign, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
8. Good understanding of new and evolving technologies and digital platforms is an asset.
9. Experience working with mass media, TV, radio, internet is preferred.
10. Familiarity in working with water management, sewerage and environmental is an asset.
11. Work experience in awareness programs in water and sanitation sector projects will be an added advantage.
12. Demonstrated capacity to organize and conduct similar social marketing strategies and public awareness campaigns in the Maldives.
13. Knowledge and understanding of technical, commercial and legal aspects of procurement of donor - financed projects would be an added advantage.
14. Should have strong leadership, management and communication skills in presenting, discussing and resolving difficult issues and have ability to work efficiently and effectively with a multidisciplinary team.

The successful Candidate must be willing to work for extended periods without direct supervision and travel routinely to islands within the catchment.

In addition, the individual's reputation of integrity and impartiality routed in independent from third parties shall be considered.

The short-listed candidate will be requested to participate in personal interviews and submit the names and contact details of personal referees who can attest to their ability.

The successful candidate must understand the objectives and delivery mechanisms of the projects portfolio. He/she must be willing to work in a team, be flexible to emerging or changing conditions, and undertake initiative in his/her broad field of actions.

G. REPORTING REQUIREMENT

1. Report directly to the Project Director (PD) on all aspects of communications and awareness programs throughout the duration of the contract unless otherwise advised by the Client.
2. The Communications & Awareness Officer (CAO) should report to work on week days from 0800 – 1600 hours other than public holidays and provide services to the Client for an average of 40 hours a week. Remuneration for less than 8 hours work per day will be on a pro-rate basis.
3. The Communications & Awareness Officer (CAO) shall provide all the necessary reports and updates to the Project Director (PD) and respective donor agencies whenever needed.
4. The Communications & Awareness Officer (CAO) is required to report to work in official attire.

H. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 24 months from the commencement of the works with potential extension for 1 year, based on performance and need. The successful candidate is expected to commence the services in October/ November 2016.

I. SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

1. Office space and other facilities such as computers will be provided to the PC as required.
2. Local transport for official travel between Male', inter-Atolls and inter-islands and food and accommodation for the trips will be provided from the projects.
3. Leave Entitlement

Unplanned Leave: The Successful Candidate may take up to ten (10) working days of paid leave per annum or pro rata as may be agreed by the client for medical reasons or emergencies. If the duration is more than two consecutive days, a medical certificate specifying the nature of the consultant's illness and recommended duration of leave issued by a licensed medical practitioner must be submitted on the first day back at work.

Planned Leave: The Successful Candidate may take up to twenty (20) working days of paid leave per annum or pro rata as may be agreed by the Client.

Unpaid Leave: The Successful Candidate will not be paid for any leave(s) that exceed the maximum allowed leave entitlements above. The Candidate may take a maximum of 20 working days unpaid leave in a twelve month contract period, if such a leave is agreed by the Client in writing. If the unpaid leave exceeds more than twenty (20) working days the contract may be terminated by the Client.