



Ministry of Environment, Climate Change and Technology
Republic of Maldives

Support vulnerable communities in Maldives to manage climate change-induced water shortages

COMMUNICATION OFFICER

TERMS OF REFERENCE

A. PURPOSE

The outer islands of the Maldives experiences drinking water shortages during the dry season. These shortages have had significant adverse human, environmental and social impacts on the outer island. The key problems pertaining to freshwater security relate to the increasingly variable rainfall patterns induced by climate change and sea-level rise induced salinity of groundwater. The Government faces constraints in responding to the challenge at hand without assistance, especially in the context of anticipated impacts of climate change.

In response to this climate challenge, Government of Maldives received funding through the Green Climate Fund for the project to “Support vulnerable communities in Maldives to manage climate change-induced water shortages” and is implemented by joint partnership between Ministry of Environment, Climate Change and Technology and UNDP from 2016 through to 2020 The project has the objective to deliver safe and secure freshwater to 105,000 people in the islands of Maldives in the face of climate change risks. This will be achieved by delivering the following results:

- a. Scaling up an integrated water supply system to provide safe water to vulnerable households;
- b. Introduction of decentralized and cost-effective dry season water supply systems;
- c. Groundwater quality improved to secure freshwater reserves for long term resilience.

The proposed adaptation solution is to scale up the use of an integrated water supply system that will bring three primary sources of water (rainwater, groundwater and desalinated water) into a least cost delivery system that is able to maintain service levels in the face of climate change related pressures. A paradigm shift will be achieved by addressing the main barriers to implementing integrated water supply systems (cost recovery; management capacity; and institutional mandates, coordination and policy direction).

The Government of Maldives through the Ministry of Environment, Climate Change and Technology (MECT) is seeking a full time Communication Officer for the project.

B. BACKGROUND

The unique geographic attributes of the Maldives make its water resource situation both complex and diverse. With widely ranging populations numbers on the islands, even basic water and sanitation service must be tailored to local resources and population needs. Management of the limited water

resources is complicated due to the small catchment areas for rainfall, limited rainwater and groundwater storage capacity, long dry seasons, and the susceptibility of groundwater aquifers to pollution and salinity intrusion.

The outer islands of the Maldives already experience drinking water shortages during the dry season. These shortages have had significant adverse human, environmental and social impacts on the outer island communities. The key problems pertaining to freshwater security relate to the increasingly variable rainfall patterns induced by climate change and sea-level rise induced salinity of groundwater. A sea level rise and decreasing rainfall amounts will considerably compound current water stress in the country. The Government faces constraints in responding to the challenge at hand without assistance, especially in the context of anticipated impacts of climate change.

As water security is closely bound to rainfall and sea level rise in Maldives, the adaptation scenario will demand: (i) the rainfall collection capacity to increase at least threefold; (ii) groundwater controlled extraction and replenishment to keep water table levels high in order to buffer away saltwater intrusion; and (iii) increased water production capacity through desalinization (Reversed Osmosis – RO technology), as to secure sufficient back up resource during the extended dry periods for household supply and timely distribution.

Ultimately, the project will achieve an uninterrupted water supply on the islands that currently experience a 90 day chronic water shortage during dry season and depend on transported water from Malé, which is an extensive, overlong and costly operation. As a result of the project, **49 priority islands** will have **increased rainwater collection capacities**, out of which, **4 bigger islands** will additionally have water production systems of **water desalination** (Reverse Osmosis – RO water production plants), that will secure sufficient water production capacity enabling a decentralized and timely water distribution across all northern outer atolls during the extended dry periods, when shortages may occur.

C. OBJECTIVES OF ASSIGNMENT

The objective of this assignment is to set up the communication strategy and framework of the project to ensure all the work carried out through the project including information and data collected in the field are captured, documented, analyzed and reported in a results-based and timely manner for the Government, Donors, UNDP and internal purposes smoothly and on time.

It also requires institutionalization and robust adoption of internal and external communications and awareness strategies, Public Relations (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.

Effective communication, reporting and documentation of the project activities shall assist the advocacy function of the project in addition to contributing to an effective M&E and knowledge management approaches.

D. OVERALL RESPONSIBILITY

The overall objectives of the assignment are to:

- a. Develop a communication Strategy and framework
- b. Facilitate and support training and capacity building programs.
- c. Implement awareness activities
- d. Undertake Public Relation (PR) activities
- e. Ensure all project related information is collected, analyzed, documented, managed and reported in a timely manner.
- f. Undertake systematic capacity development of project teams at the central and field levels for improved communication and reporting quality
- g. Ensure effective planning and implementation of communication, advocacy and knowledge management, including development of specific communication products and tools.
- h. Assist in resource mobilization, including the proposal development process.
- i. Ensure effective communication of the project activities to the relevant parties.
- j. Implementation of Knowledge management.
- k. Develop and implement a complain management system.
- l. Implementation of Gender Action Plan.

E. SCOPE OF WORKS

Major tasks will include, but not be limited to the following:

a. Develop a communication strategy and framework

1. Review communication guidelines available
2. Develop a communication strategy and framework for the project
3. Implement communication strategy

b. Facilitate and support awareness training and capacity building programs

1. Develop awareness and capacity building program as per the project work plan and MECT/sector requirements
2. Implementation of awareness training and capacity building activities
3. Liaise with National /international institutions for strategic implementation of training programs
4. Review and report implementation progress and success of training and capacity building activities

c. Implement awareness activities

1. Develop an Action Plan for implementation taking into consideration water and sewerage awareness strategy
2. Support the implementation of awareness activities through various forms such as media campaigns, training sessions, etc.
3. Develop training materials, communication strategies to be utilized for sensitization, advocacy and project promotion.
4. Improve and edit existing materials that has been prepared for the purposes of awareness and communication.

d. Undertake public relation (PR) activities

1. Management of media publication and advocacy in line with Ministry's policies and guidelines.

2. Deliver creative graphic and technical solutions for use of multimedia for illustrative purposes such as animations, presentations and use of advanced solutions such as graphic digitalization.
 3. Design and layout work for reports and other communication materials (banners, posters, booklets, leaflets etc) for printing and electronic distribution.
 4. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.
- e. Ensure all project related information is collected, analyzed, documented, managed and reported in a timely manner**
1. Coordinate compilation, review, editing and filing of reports as per project reporting requirements.
 2. Fulfill periodic reporting requirements including to the project board, government, donors and the GCF.
 3. Ensure proper documentation to support the M&E process through proper reporting and documentation.
 4. Consolidate the project reports and publications and get them printed for dissemination, as and when required.
- e. Undertake systematic capacity development of project teams at the central and field levels for improved reporting quality**
1. Train the relevant project staff in technical writing of successful stories from the fields.
 2. Implement the capacity building of project staff on documentation and communications.
 3. Provide effective communications training to project personnel.
- f. Ensure effective planning and implementation of communication, advocacy and knowledge management, including development of specific communication products**
1. Supervise and manage the project website content and make regular updates.
 2. Develop and implement effective information dissemination strategies on principles, process and achievements of the project and document best practices and success stories for the development partners and government departments.
 3. Coordinate with the stakeholders and build good relations with different media for the coverage of relevant project activities and initiatives to have a greater impact.
- g. Assist in resource mobilization, including the proposal development process**
1. Work closely with the Project Manager, project team staff, and others as required to gather relevant information to draft donor proposals as required.
- h. Work closely with Project Team staff to ensure effective communication of the project activities to the relevant parties**
1. Serve as a liaison point for any project related communication to internal and external parties.
 2. Keep up-to-date of the ongoing activities, plans and programs.
 3. Translate the documents and reports from Dhivehi to English and vice versa when necessary.
 4. Perform any other duties assigned by the Project Manager.
 5. Review & 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
- i. Knowledge management and sharing**
1. Ensure full transparency and access to information about project activities

2. Lead the documentation of lessons learned in different formats for internal and/or external consumption, including the preparation of thematic knowledge management products
3. Plan and coordinate the dissemination of project knowledge management products and other relevant project information.

j. Complain Management

1. Development of complain management and recording system.
2. Enforcing complain recording and training of site staff for dealing with complain at site level.
3. Addressing and resolving of complains
4. Reporting on complain management

F. QUALIFICATIONS AND EXPERIENCE

To be eligible for consideration for this position the candidate must meet the following criteria:

1. Master's degree in mass communication, marketing, project management, journalism, or in a relevant field.
2. Minimum Seven (07) years general working experience from which minimum Three (03) years working experience in the development sector. Working experience in development of communication strategies and plans in the development sector is desirable, working experience in developing and implementing communication strategies and plans in the development sector in the South Asia region is highly desirable.
3. Development and implementation of communication and advocacy strategy and plan designed to increase visibility, effectiveness, impact and sustainability of donor funded projects will be an added advantage.
4. A demonstrated ability to rapidly acquire knowledge about the Project, project objectives, delivery mechanisms, performance indicators, and operation performance monitoring and evaluation requirements;
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. Work experience in awareness programs in water and sanitation sector projects will be an added advantage.
11. Demonstrated capacity to organize and conduct similar social marketing strategies and public awareness campaigns in the Maldives
12. Fluency in written and spoken Dhivehi and English.
13. Excellent interpersonal skills are essential.

The successful individual 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 a written test. They should also 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 Manager (PM) on all aspects of Project Management throughout the duration of the contract unless otherwise advised by the Client.
2. The Communication Officer 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 and is required to work additional hours to complete the assigned tasks on a daily basis.
3. The Communication Officer shall ensure that all the covenants and outputs are delivered on time, in accordance with the requirements of Client and respective donor agencies.
4. The Communication Officer is required to report to work in official attire.

H. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is **10** months from the commencement of the works. The successful candidate is expected to commence the services in December 2021.

I. PAYMENT

Monthly Allowance in Maldivian Rufiyaa at the rate of MVR 34,740.00 (Maldivian Rufiyaa Thirty-Four Thousand Seven Hundred and Forty)