



Ministry of Finance
Male', Maldives

Communications Specialist (National)

Request for Expression of Interest

Maldives Competitiveness and Growth Project (P179286)

[Reference No: MV-MOF-MV-396237-CS-INDV]

Loan No./Credit No./ Grant No.: IDA-73050, IDA-E1690

Iulaan Number: (IUL)13-HR/13/2023/352

The Maldives Competitiveness and Growth Project (MCGP, “the project”) is a new investment project financed by the World Bank for the Government of Maldives (GoM) through Investment Project Financing (IPF) with Performance-Based Conditions (PBCs), to be implemented by the Ministry of Finance (MoF). And MoF intends to apply part of the proceeds for the selection of a **Communications Specialist** for the implementation of this project.

Scope of Service, Required Expertise & Qualifications, and Remuneration

Please refer to the Terms of Reference

Contract Duration

The Communications Specialist’s services are required up to the conclusion of the project on 30th June 2028, with an initial probationary period of 3 months

This contract is expected to commence in January 2024.

MoF now invites interested eligible individuals to submit their Expressions of Interest (EoI). Interested individuals must provide a cover letter, their CV with information demonstrating that they are qualified to perform the services (description of similar assignments, experience in similar conditions, availability of appropriate skills, etc.), academic certificates, and relevant reference letters, covering the Key Qualifications listed in the Terms of Reference.

Deadline

The expressions of interest must be delivered to the address below by regular mail, emails, no later than **1300 hrs Maldivian time on 02nd January 2024.**

Note: The request for expressions of interest shall be read in conjunction with the TOR for the respective post.

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Project Director
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Ministry of Finance
Male', Maldives

Terms of Reference

Communications Specialist (National)

Maldives Competitiveness and Growth Project (P179286)

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A. Background

The Maldives Competitiveness and Growth Project (MCGP, “the project”) is a new investment project financed by the World Bank for the Government of Maldives (GoM) through Investment Project Financing (IPF) with Performance-Based Conditions (PBCs), to be implemented by the Ministry of Finance (MoF) and MoF intends to apply part of the proceeds received under this project towards payments under the contract for a Communications Specialist (National) for the project.

The overall Project Development Objective (PDO) is to strengthen private participation in and financial sustainability of State-Owned Enterprises (SOEs), and the support mechanisms for the competitiveness of small and medium enterprises (SMEs). The project comprises of three components which are as follows:

Component 1: Accelerating SOE Reforms

- Sub-component 1.1: Increasing Private Participation in Ownership of Select SOEs
- Sub-component 1.2: Improving Governance of SOEs at the Program and Corporate level
- Sub-component 1.3: Reforming SOE Public Service Obligations

Component 2: Fostering SME Competitiveness

- Sub-component 2.1: Digital Financial Infrastructure
- Sub-component 2.2: SME Growth Acceleration Program

Component 3: Project Management

The project is expected to finance the following activities:

- I. Technical assistance to support select SOEs to develop policies and business plans, identify specific private participation opportunities, on-boarding transaction advisors and undertaking necessary technical evaluations / due diligence.

- II. Development of a communications program for SOE reform.
- III. Technical assistance to strengthen the design and implementation of SOE laws, regulations and guidelines.
- IV. Capacity building of Government institutions engaged in owning and monitoring SOEs, as well as specific SOE support to improve corporate governance practices.
- V. Technical assistance and consultancy activities to support better targeting and accountability of operating and direct subsidies to SOEs, including public service obligations reform plans for significant SOEs.
- VI. Development of a technology platform to collect secure SME business data that incorporates value-added business management features and building an alternative credit scoring model based on transactions history and SME cash flow.
- VII. Technical assistance to (i) promote financial literacy and technology adoption for SMEs, (ii) support financial institutions' uptake of lending opportunities created by the fintech transformation, and (iii) strengthening Government regulations and policies on data protection, data sharing and secured transactions.
- VIII. Development of a structured, high quality, intensive business support program for select SMEs through the hiring of an international private sector consulting entity (which can be a consortia of local and international parties) that will (i) provide growth diagnostics; (ii) develop action plans; (iii) offer performance-based technical assistance from experts/mentors for structured management improvement; (iv) link to finance providers for additional finance; and (v) provide targeted capacity building support to local knowledge providers.
- IX. Technical assistance and capacity building for project management staff to support the overall implementation, monitoring and evaluation of project activities.

MoF wishes to contract a Communications Specialist who will assist the Project Management Unit (PMU) to plan, develop and implement the project's Communications Strategy, Stakeholder Engagement Plan (SEP) and public relations (PR) strategies.

The Communications Specialist is expected to report to the Project Director and will also closely liaise with the project task team from the World Bank and other stakeholders.

B. Objectives

- i. To serve as the primary contact point for all communications and dissemination of project information to all project stakeholders, including in handling media relations and addressing project grievances.
- ii. To develop and lead the implementation of the project's overall Communications Strategy, along with the project's Stakeholder Engagement Plan (SEP), including content creation and organizing stakeholder consultations.
- iii. To coordinate with the international communications consultants/firm hired for the project to plan, develop and implement public relations (PR), marketing and outreach strategies, including managing the project's social media, as needed in accordance with MOF and World Bank branding guidelines.
- iv. To assist the Environmental & Social Safeguards Specialist in the implementation of the Environmental and Social Commitment Plan (ESCP) of the project.

C. Scope of Services

- i. Lead the development and implementation of the project's overall Communications Strategy, including the Stakeholder Engagement Plan (SEP), which will detail the objectives, key messages, target audiences, and chosen channels of communications, and the monitoring and reporting mechanisms and budget allocations for project communications.
- ii. Coordinate with the international communications consultant hired for the project to implement the communications strategy and stakeholder engagement for SOE reform related activities, and ensure these strategies are aligned with the project's broader Communications Strategy.
- iii. Detail communications-related activities in the project's annual action plans and associated work plans for each component/activity to effectively communicate the principles, process and achievements of the project, and document best practices and success stories for development partners and the GoM. Continuously assess the effectiveness of the Communications Strategy and adapt it as needed.
- iv. Implement the activities listed in the project's Stakeholder Engagement Plan (SEP), and ensure compliance with the communications-related guidelines set out in the SEP.
- v. Establish and maintain effective relationships with project stakeholders, including Government agencies, local communities, project partners, Civil Society Organizations (CSOs) and other relevant entities, and develop tailored communication plans to address their needs and concerns.

- vi. Implement marketing and outreach strategies as needed for the project. Plan and execute all digital marketing activities, including social media advertising and email communications.
- vii. Plan, develop and implement public relations (PR) strategies together with external consultants hired for the project, including writing and distribution of press releases to targeted media channels. Design, build and maintain the project's online presence, including the project website and social media.
- viii. Ensure full coherence and alignment with the World Bank's and MOF's branding guidelines while implementing the communications strategy and awareness programs. Assess the effectiveness of communications programs and activities through appropriate surveys and feedback mechanisms.
- ix. Prepare documentation of engagements, experiences and lessons learned from project stakeholders. Measure and report effectiveness of all stakeholder engagements and marketing campaigns, and track against key performance indicators (KPIs).
- x. Ensure that all materials and communications are well-coordinated and effective for all project-related events, workshops, and conferences.
- xi. Plan, design and implement learning and knowledge sharing aspects of the project to stakeholders.
- xii. Ensure that all communications regarding grievances received by the project are effectively conveyed to the grievance holder as per the project's Grievance Redress Mechanism (GRM).
- xiii. Assist the PMU in liaising with all relevant departments within and outside the Ministry of Finance, in evaluating and reporting the project progress at the Project Development Objectives (PDO) level and the intermediary level indicators.
- xiv. Assist the Environmental & Social Safeguards Specialist to coordinate the implementation of the project's Environmental and Social Commitment Plan (ESCP) and carry out the necessary E&S assessments and screenings, and the preparation and implementation of E&S instruments to manage the E&S risks of project activities.
- xv. Other relevant tasks assigned by the Project Director.

D. Consultant's Reporting Obligation

The Communications Specialist shall carry out the reporting obligations as follows:

- i. The Communications Specialist shall report to the Project Director or his/her designate on the status of the assignment on a regular basis.
- ii. The Communications Specialist is expected to report for work to Ministry of Finance (MoF) not later than 0800 hours on week days other than public holidays and provide

his/her services during MoF working hours. The Specialist may have to work extra hours in order to complete the tasks assigned as and when required without additional payment.

E. Required Expertise and Qualifications

Key qualifications and experience required for the position are:

- i. Master's Degree in Communications, Marketing, Public Relations, Project Management, or suitable equivalency from a recognized university or professional body, with at least five (5) years of relevant experience.
OR Bachelor's Degree in Communications, Marketing, Public Relations, Project Management, or suitable equivalency from a recognized university or professional body, with at least ten (10) years of relevant experience.
- ii. Strong program management, interpersonal and networking skills, and proficiency in presenting and discussing complex concepts, and ability to work efficiently and effectively with a multidisciplinary team.
- iii. Strong theoretical knowledge and practical experience in graphic design, content creation including video editing, and social media management will be an added advantage.
- iv. Familiarity with the latest marketing trends, and new and evolving technologies and digital platforms will be an added advantage.
- v. Proficiency in Microsoft Office and graphics design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) will be an added advantage.
- vi. Experience in the field of communications, marketing or PR in similar projects and/or donor-funded projects will be an added advantage.
- vii. Experience working with SOEs and/or in the private sector with SMEs will be an added advantage.
- viii. Excellent written and oral Dhivehi and English communication skills.

F. Duration of services

The Communications Specialist's services are required up to the conclusion of the project on 30th June 2028, with an initial probationary period of 3 months.

The successful candidate is expected to commence the services in January 2024.

G. Remuneration

The Communications Specialist will be paid a lump sum of between **MVR 27,800.00 - 32,000.00** per month, based on his/her qualifications and experience.

H. Required Documents

Interested candidates must submit the following documents/information to demonstrate their qualifications, experience, and responsiveness to this TOR.

- i. Expression of interest letter
- ii. Curriculum vitae indicating all experience from similar jobs
- iii. References

I. Expression of Interest Application Submission

- i. Deadline for submission of the application is **02nd January 2024, 1300 hrs (Maldivian time)**.
- ii. Application should be emailed to the following contact details

Mohamed Jilau Moosa
Project Director
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Ministry of Finance
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