

**MINISTRY OF MAHAWELI DEVELOPMENT AND ENVIRONMENT  
ECOSYSTEM CONSERVATION AND MANAGEMENT PROJECT (ESCAMP)**

**Credit No. 5792 LK**

**REQUEST FOR EXPRESSION OF INTERESTS  
COMMUNICATION CONSULTANT (INDIVIDUAL CONSULTANTS)**

**For Project Management Unit**

**Contract No: LK – ESCAMP – PMU – 117989 – CS – INDV**

**RATIONALE AND THE SCOPE OF THE WORK:**

The World Bank (WB) has extended a credit to the Government of Sri Lanka for the Ecosystem Conservation and Management Project (ESCAMP) with the aim of improving the management of sensitive ecosystems in selected locations for conservation and community benefits. The Ministry of Mahaweli Development and Environment (MoMDE) execute the Project through Project Management Unit (PMU). The Forest Department (FD) and the Department of Wildlife Conservation (DWC) implement project activities for achieving the above goal.

**JOB DESCRIPTION**

- Assessing the current status of the ESCAMP project in relation to public and stakeholder perception.
- Working with the CS (Communication Specialist) to strategically integrate ESCAMP project objectives into DWC and FD communications.
- Support the PMU with arriving at the most-effective social media platform to use when disseminating key messages and promoting key messages.
- Assist the PMU to set up stakeholder forums with a view to engaging key stakeholders and gaining support for the ESCAMP project.
- Guidance to CS to develop an action-oriented communication strategy;
- Strategic advice and guidance on communication approaches and systems for ESCAMP;
- Support and guidance for the development of new communication products. Eg. Articles and other communication vehicles, including social media;
- Support and guidance on social media campaigns; and
- Guidance on conducting media and communication-related training.
- Assist the CS to develop and implement an immediate action plan to counter any negative publicity.
- Provide strategic-level advice to the CS and management of the PMU on aligning ESCAMP communications to government ministry-level and WB expectations.
- Support the CS with arriving at key messages that should be disseminated to relevant stakeholders and develop a Communication Action Plan.
- Initial review and updating of relevant communication-related documentation;
- Undertake travel arrangements to FD and DWC as well as within Colombo;
- Liaise with ESCAMP, FD and DWC communication-related officials;
- Coordination between other stakeholders; and
- Submission of final Strategic Communication Action Plan developed by the CS.

**ACADEMIC QUALIFICATIONS AND EXPERIENCE**

- Minimum Master's Degree in a related field.
- Minimum of 10 years' professional experience in the related field.
- At least 05 years proven experience of coordination among various government agencies and community organizations.

**REMUNERATION:** Negotiable based on the qualifications and experience.

**SELECTION CRITERIA:** Through a structured interview based on experience and qualifications.

The initial contract period will be for 50 days with possible extension. The individual will be selected based on the qualifications and experience, in accordance with the procedures set out in the World Bank's guidelines: Selection and Employment of Consultants under IBRD loans and IDA Credits and Grants by World Bank Borrows, January 2011, Revised July 2014 for the Selection of Individual Consultants.

A more detailed Terms of Reference (TOR) for this position will be available on the Project website ([www.escamp.lk](http://www.escamp.lk)) interested individuals may also obtain further information by writing to the address mentioned below.

### **APPLICATION PROCEDURE**

The ESCAMP of the Ministry of Mahaweli Development and Environment, invites interested eligible individuals to submit their Expression of Interest (EOI). Interested candidates must provide a CV including information that demonstrates that they are qualified to perform the services (description of similar assignments, experience in similar conditions, availability of appropriate skills, etc) as per the terms of reference for this position. Applicants who are in the Government/public sector should forward their applications through their respective Heads of Departments.

Interested candidates may obtain further information and inquire from the contact details provided below on public working days between 09.00 hrs to 15.30 hrs from 29<sup>th</sup> July, 2019. All applications should be submitted via registered post with the respective position the indicated clearly on block letters on the top of the left corner of the envelope on or before 12<sup>th</sup> August, 2019 to the address mentioned below.

Project Director  
Ecosystem Conservation and Management Project  
Project Management Unit (PMU)  
No. 82, "Sampathpaya"  
Rajamalwatta road,  
Battaramulla.

Tel : 0112888428 / 0112888427

Fax : 0112888577

29<sup>th</sup> July, 2019