

Terms of Reference – Communication Consultant

Title - Communication Consultant

Report to - Project Director, ESCAMP

Duty Station - ESCAMP PMU Office and remote

Duration of Assignment - 50 working days over period of three months, effective from the date of signing agreement.

01. Purpose

These Terms of Reference have been developed to obtain services from an experienced and reputed Communication Consultant to provide technical support and guidance to the Communication Specialist (CS) and to the PMU overall.

02. Background

The World Bank 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) in collaboration with the Ministry of Sustainable Development and Wildlife (MoSDW) execute the project through a Project Management Unit (PMU). The Forest Department (FD) and the Department of Wildlife Conservation (DWC) implement project activities for achieving the above goal.

03. Objectives of the Consultancy

To identify and analyse key issues in ESCAMP communication approach and systems, and recommending appropriate and practical communications-related interventions to enhance the effectiveness of the communication system. This consultancy will also assist the PMU to formulate and disseminate more and better information for general public including stakeholders.

04. Expected Key deliverables:

A. Support and guide Communication Specialist to develop and delivery of ESCAMP communication strategy for internal and external communication and outreach.

- 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.

B. The Communication Consultant will closely work with PD, PM and Communication Specialist (CS) and consultant's role should be to provide strategic input and assistance to the PMU in following areas:

- Assessing the current status of the ESCAMP project in relation to public and stakeholder perception.

- 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.
- Assist the PMU to set up stakeholder forums with a view to engaging key stakeholders and gaining support for the ESCAMP project.
- Working with the CS 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.

C. Perform any other tasks requested by the PD within the scope of the above activities.

The consultant is responsible for:

- Initial review and updating of relevant communication-related documentation;
- Undertake travel arrangements to FD and DWC as well as within Colombo & outstation;
- 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.

05. Reporting Requirements

- (a) **Inception Report:** The Consultant should submit an inception report confirming the methodology to be adopted when developing the Strategic Communication Action Plan.
- (b) **Preliminary Action Plan:** The Consultant to ensure that the Preliminary Action Plan is aimed at responding to any negative publicity that has taken place.
- (c) **Final consultancy plan:** The consultant to support the CS with developing the Strategic Communication Action Plan.

Title of Report	Due within date from beginning of assignment	No. of copies
Inception Report (Max 5 pages)	2 nd week	3 + Soft Copy
Preliminary Action Plan (Max 5 pages)	5 th week	3 + Soft Copy
Strategic Communication Action Plan incorporating ESCAMP input (Max 10 pages)	8 th week	3 + Soft Copy

06. Specifications of the Consultant:

The consultant shall possess the following academic qualifications and experiences. Expression of Interest of the Consultant has to be submitted to the Project Director – ESCAMP including his/her CV together with the price proposal.

Academic Qualifications	Master of Business Administration and technical qualifications related to communication
Experience	Over 10 years of experiences in government, private sector or multinational agencies in the communications field

07. PAYMENT SCHEDULE

No	Stage	Amount
1	Initial Payment - Inception Report	30% of the total contract cost
2	Submission & Acceptance of Draft Report	30% of the total contract cost
4	Submission & Acceptance of Final Report	40% of the total contract cost