

## Terms of Reference – Communication Consultant

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Title - Communication Consultant

Report to - Project Director, ESCAMP

Duty Station - ESCAMP PMU Office and remote

Duration of Assignment - 30 working days over period of three months, effective from 1<sup>st</sup> March 2020.

### 01. Purpose

These Terms of Reference have been developed to obtain services from an experienced and reputed Communication Consultant/specialist to provide technical support and guidance to the Communication Officer (CO) 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 Environment and Wildlife Resources (MoEWR) 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 Officer to develop and delivery of ESCAMP communication strategy for internal and external communication and outreach.

- Finalizing the product/service delivery schedule for the communication campaign;
- Strategic advice and guidance on communication approaches and systems for ESCAMP;
- Developing a TOR and forming the ESCAMP Communication Task Force;
- Supporting the PMU with establishment of stakeholder forum and organizing stakeholder meetings and/or obtaining required feedback;
- Further improving and updating the Strategic Communication Action Plan of ESCAMP with World Bank feedback; and
- Support and guidance for the development of new communication products. Eg. articles and other communication vehicles, including social media.

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

- Provide strategic-level advice to the CO and management of the PMU on communication and related areas.
- Support the PMU with developing communication products to disseminate key messages to relevant stakeholders according to the ESCAMP Strategic Communication Action Plan.
- Working with the CO 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 ESCAMP interventions.

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

**The consultant is responsible for:**

- Providing guidance on preparing TOR for selected communications agency;
- Undertake travel arrangements to FD and DWC as well as within Colombo;
- Liaise with ESCAMP, FD and DWC communication-related officials;
- Providing technical support when conducting the pre-bid meeting for selecting a communications agency to carry out the communications campaign.
- Submission of final report to the PD.

**05. Reporting Requirements**

- (a) **Deliverables List:** The Consultant should prepare and submit the finalised Deliverable List indicating technical details of the required products/services from the communications agency in line with the Strategic Communication Action Plan.
- (b) **Communication Task Force (CTF):** The Consultant should prepare a TOR for the CTF and coordinate the meetings.
- (c) **Stakeholder Forum (SF):** The Consultant should prepare a TOR for the SF and coordinate the meetings.
- (d) **Final Consultancy Report:** The consultant should prepare a final report indicating the action that has been taken leading up to the ESCAMP Communication Campaign in line with the Strategic Communication Action Plan.

Title of Report	Due within date from beginning of assignment	No. of copies
Deliverable List (Technical details of all required communication products/services) and ToR for Stakeholder Forum (SF)	By end of 3 <sup>rd</sup> week	3 + Soft Copy
TOR of Communication Task Force (Max 3 pages)	6 <sup>th</sup> week	3 + Soft Copy
Final Consultancy Report (Max 08 pages)	10 <sup>th</sup> 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**

<b>No</b>	<b>Stage</b>	<b>Amount</b>
1	Initial Payment – Deliverable List	30% of the total contract cost
2	Submission of TOR for Communication Task Force	30% of the total contract cost
4	Submission of Final Consultancy Report	40% of the total contract cost