

Terms of Reference – Consultant Communications Officer

Title – Consultant Communications Officer

Report to - Project Director, ESCAMP

Duty Station - ESCAMP PMU Office and remote

Duration of Assignment - Eight months, effective from 1st July, 2020.

01. Purpose

These Terms of Reference have been developed to obtain services from an experienced and reputed Communication Consultant/Officer to develop a Public Communication Program (PCP) and implement it.

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. Expected Key deliverables:

The Consultant Communications Officer (CO) will report to the Project Director and will be responsible for all communication related activities under the project. The Communications Officer is expected to provide the initial thinking, advice, and inputs to develop a Public Communication Program (PCP) and implement the activities to be identified and articulated in a Communication Strategy in coordination with the Communications Consultant of ESCAMP.

The Consultant Communications Officer will be directly responsible for the following tasks:

1. Set up a Communication Task Force (CTF) consisting of the Project Director and senior representatives of the PMU and other relevant specialists/officers of PMU and Implementing agencies, etc;
2. Take the lead role to implement the envisaged Communication Campaign according to the Project Communication Action Plan considering stakeholder expectations;
3. Draft in preparation and dissemination of brochures, pamphlets, videos, commercials, hoardings, etc with the assistance of implementing agencies and external experts;
4. Develop effective communication material that meet stakeholder expectations while disseminating Key Messages of the ESCAMP project;
5. Create a photo and video bank highlighting ESCAMP project related activities, interventions and impacts.
6. Prepare for an anticipatory course of action to counter misinformation and disinformation related to the project.

7. Lead media relations - including regular information flow, organizing media events and preparing media products such as press releases, etc;
8. Draft a simple training module for a citizen journalism programme, train selected project recipients on community journalism, and develop a methodology to broadcast community messages;
9. Provide guidance for re-vamping and maintaining the project website and social media presence;
10. Support the PMU with organizing stakeholder consultations and workshop, etc. as required;
11. Streamline internal communications within the PMU and device innovative communication channels for greater productivity;
12. Create articles for print media in Sinhala and English;
13. Coordinate with mainstream media on behalf of the project – individual journalists and maintain general information flow to news rooms via fax, email, WhatsApp groups, FB page etc.
14. Develop a monthly e-newsletter highlighting project-related progress with input from DWC and FD.
15. Support the relevant agencies/departments to undertake citizen engagement activities as identified in the Project Appraisal Document and Project Operations Manual;
16. Liaise closely with the Communications Consultant of the ESCAMP Project for guidance and directions;
17. Any other duties assigned by the Project Director and Communications Consultant.

Reporting to Communications Consultant and Project Director and coordinate with the Project Manager.

Required qualifications: Diploma level or higher-level education in mass media communication with over ten years of experience in journalism and social media communications with good English and Sinhala writing ability.