

Terms of Reference of Communication Specialist

Contract: NP-DOCR-24729-CS-INDV			
Project	SSSPCR - Strengthening Systems for Social Protection and Civil Registration Project		
Expertise/Position: Communication Specialist			
Source	National	Category	Individual
1. Background:			
<p>STRENGTHENING SYSTEMS FOR SOCIAL PROTECTION AND CIVIL REGISTRATION (SSSPCR) is a national project implemented by the Department of National ID and Civil Registration (DONIDCR) under the Ministry of Home Affairs (MoHA) and supported by the World Bank. The project supports the DONIDCR's Civil Registration (CR) and the Social Security Allowance (SSA) program and aims to improve the coverage of SSA and CR, and the delivery of SSA. Over a five-year period, the project is expected to support: (a) the establishment of a comprehensive National Population Register and expanded coverage of CR and SSA; and, (b) improved delivery of SSA via transition to e-payments in selected districts and improved overall business process for SSA service delivery. These will be supplemented by institutional strengthening at both central and local levels to ensure sustainability of the gains of the first two objectives.</p> <p>The DONIDCR is the agency charged with the responsibility of managing CR and administering the SSAs in Nepal. The SSA is the largest of the social assistance programs in Nepal. The five SSA schemes on old-age pension, single woman's pension, the child grant, disability grant, and endangered ethnicity grant together reach more than 2.2 million individual beneficiaries. For the SSA program, MOHA has relied on manual recording of beneficiary information and benefit payments by local officials. The manual and decentralized record keeping of beneficiary information is a major hurdle for addressing issues of duplication, under-coverage, and weak oversight facing the administration of the SSA program.</p> <p>Nepal's CR system started operating in the late 1970s and captures five vital events—birth, death, marriage, divorce, and migration. Besides its linkages to the SSA program, the CR system would also be a foundation for people's legal identities and their access to a range of public and private services. However, Nepal's CR system is under developed. The decentralized and paper-based recording of documents collected during registrations limits the potential usage of the information to generate vital statistics for planning and other purposes. Limited awareness among the population and difficulty in accessing local body offices have led to low registration rates and coverage. Transitioning to a digital CR system that is linked to a population register and the SSA Beneficiary Register would facilitate improved coverage and delivery of both CR and SSA.</p> <p>The project would contribute to the Government's long-term plan to strengthen administrative capacities to manage its most fundamental service delivery responsibilities, CR and SSA. The Communications Specialist will support advocacy and outreach through an intensive registration campaign to expand for coverage of CR and SSA.</p>			
2. Objective/Purpose of the Assignment:			
<p>The Communication Specialist will serve as the main focal person for all communication related activities for the SSSPCR project. S/he will support the PMU to manage the communication and outreach for the registration campaign effectively and support the project related public relations. S/he will assist and report to the Project Director regarding the Communication of project activities implemented by the project.</p>			
3. Scope of Work:			
<p>The incumbent will work as part of the SSSPCR PMU (Project Management Unit) under the supervision and guidance of the Project Director, Project Managers and the Project Technical Committee, Project Steering Committee for the attainment of project's goal.</p>			

4. Duties and Responsibilities of Consultant:

- Review and update the communication strategy as needed,
- Develop TORs for communication and outreach material development and dissemination firm as per the project requirement/activities.
- Ensure all developed communication and outreach material meet minimum standards, quality, language etc.,
- Ensure that the communication material adheres to the principles for inclusion outlined in the VCDP,
- Prepare communication material dissemination plan at national level and support Local Levels for dissemination at the local level.
- Prepare standard template to track and monitor dissemination.
- Support to local levels for effective communication.
- Co-ordinate with relevant stakeholders including World bank, Plan International Nepal, UNICEF, Save the Children, in developing the material and dissemination etc.,
- Managing internal communications (memos, newsletters etc.),
- Drafting content (e.g. press releases) for mass media or department website,
- Organize initiatives and plan events or press conferences,
- Ensures planning and design of internal and external strategies for communications and outreach.
- Promote optimum visibility of SSSPCR activities through effective media relations, placement and distribution of information material and creative partnerships with local levels, multilateral and non-governmental organizations and the private sector.
- Draft Press releases, advisories, background information, press/media kits and updated information and stories drafted and disseminated to inform media and general public of SSSPCR work program initiatives, results and successes, and other achievements.
- Accomplish others tasks related for communication as per the need of project assigned by Project Director.

5. Required Qualifications

A. Academic qualifications Experience and Skill

- A minimum of a Master's degree or equivalent in mass communications, journalism, public relations or related field.
- At least 5 years of relevant professional experience in communications at the national or international level, including experience in media relations
- At least 1 years in donor funded project as a communication specialist.
- Excellent computer literacy in Word, Excel and PowerPoint.
- English fluency, both written and verbal.

6. Duration of Service:

The consultant will be assigned on a part time basis for project period (Nov 2021) and the contract will be renewed annually before the beginning of each new fiscal year of the GoN with possibility of extension during project period in case of satisfactory performance. The consultant is expected to deliver the result as per department and donor requirements. Consultant has to work full time for current fiscal year and then after visit office on scheduled days which will be two months in each trimester for the tenure of six months per year, be available in Communication & Outreach related meeting and be present on behalf of department if required. Schedule will be prepared considering two months in each trimester and the tenure will be six months per year.

7. Selection Criteria:

A consultant will be selected 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 Borrowers', published by the World Bank in January 2011, revised July 2014."

8. Duty Station: Kathmandu (SSSPCR-PMU/DoCR), Nepal with field visit as per requirement.

9. Financial Conditions:

- The consultant salary is negotiable but will not be more than the estimated value per month. A monthly lump sum amount of remuneration per month will include all his overheads, social charges and other associated costs including local transportation within Kathmandu valley and insurance premium costs.
- The consultant shall be responsible for all taxes and duties including income tax applicable as per Government of Nepal rules and regulations.
- In case of travel requirement outside Kathmandu valley and within Nepal for project related assignments, consultant shall be paid travel expenses as per actual and DSA will be paid equal to section officer, Government of Nepal.

10. Output/Reporting Requirements:

All reports should be in English or Nepali as directed.

11. Facilities to be Provided by SSSPCR-PMU/DoNIDCR:

PMU shall provide following facilities to consultant during his tenure of service:

- Office space with computer and furniture
- Email and internet access
- Required office stationary
- Photocopying facilities