

GOVERNMENT OF BALOCHISTAN
**BALOCHISTAN INTEGRATED WATER RESOURCE MANAGEMENT AND
DEVELOPMENT PROJECT (BIWRMDP)**

Terms of Reference

Consulting Services – Communications Specialist for PMU

1. Background

Water is scarce in Balochistan as a whole. The province often faces severe drought conditions. Water availability is drastically reduced during extended droughts which leads to high marginality in income and livelihood means. Water storage facilities are inadequate for both surface and groundwater and the poor conditions of hydraulic structures require urgent rehabilitation and regular maintenance. The lack of adequate water storage capacities and flood retention areas as well as flood protection embankments have led to high damages. Urgent efforts and investments are required for rehabilitation of hydraulic infrastructure and implementation of water conservation as well as flood protection measures.

The Government of the Islamic Republic of Pakistan, represented by the Government of Balochistan (GoB), has received a loan from The World Bank/IDA for the implementation of the Balochistan Integrated Water Resources Management & Development Project (BIWRMDP) and intends to apply part of the proceeds of the loan to cover eligible payments under exclusive contract for hiring services of a Communications Specialist.

2. Specific Tasks and Responsibilities

The Communication Specialist will report directly to the Project Director. He/she will have the responsibility of formulating a comprehensive Communication Strategy and an Action Plan for its implementation. He/she will implement the communication strategy and its associated activities throughout the execution of the project. The tasks and responsibilities for him/her will include but not be limited to:

- Carrying out communication need assessment.
- Formulate a comprehensive communication strategy and an Action Plan complete with objectives, inputs, outcomes, responsibilities, timelines, messages, and budget and to assist PMU and the two PIUs for implementation of associated activities.
- Ensure integration of communication strategy into the planning and execution of all the project components.
- Manage all media relations.
- Develop effective networking and ensure information flows between all internal and external stakeholders, i.e., beneficiaries, the PMU, PIUs, Consultants, Government Line Departments, and Donors etc.
- Communicate project objectives and its effectiveness to beneficiaries in a culturally sensitive manner to enhance project support.
- Establish effective mechanism for PIUs to ensure close collaboration between monitoring and evaluation and communication function.

- Manage project website, its contents, including progress updates, media materials, and project information.
- Monitor project-specific news and developments in order to keep the team informed of perceptions.
- Provide support in internal communication through disseminating minutes of meetings, announcements, reports.
- Ensure the quality and timely production of all promotional and informational materials including reports, periodic reviews, results briefs, brochures and flyers.
- Develop and maintain all partners and stakeholders contact lists/database.
- Help build capacity of concerned government line departments and staff members through communication trainings.
- Assist PMU to review effectiveness of communication strategy and course correct where required.
- Proactively anticipate any communication related needs.
- Undertake other duties as per the requirements of the project or as directed by the Project Director.

3. Qualification and Experience

- Master's degree (minimum 16 years of education) in Communication, Journalism, Public Relations, or relevant Social Sciences Subject,
- At least 10 years of post-qualification relevant working experience.
- Candidates with experience of community driven development projects will be accorded due weightage
- Familiarity with the social structure of Balochistan or of comparable context is required.

4. Time Frame of Consultancy

The services of the Consultant are expected to be required for a period of 12 months later extendable on basis according to developments made in the project and subject to satisfactory performance of the consultant.

6. Selection Process

The incumbent will be selected in accordance with the procedures set out in Section V of the World Bank Guidelines: Selection and Employment of Consultants by World Bank Borrowers [January 2011 (Revised July 2014) "Consultant Guidelines"]. The criteria developed for evaluation shall be in line with the required qualification and experience. Potential consultants are therefore advised to submit a detailed CV providing/listing the required qualification and experience stated in the preceding sections.