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VIOLENCE

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## Ministry of Environment

Male', Republic of Maldives.

Date: 30<sup>th</sup> March 2021

Announcement Reference No: : (IUL)438-HRU/438/2021/100

### Terms of Reference

**Project:** Enhancing National Development through Environmentally Resilient Islands “ENDhERI”

**Position:** Communications Specialist

**Type of Contract:** Individual

**Thematic Area:** Biodiversity

**Duration:** 5 years

#### 1. Project Background

The Government of the Republic of Maldives through the Ministry of Environment is implementing Enhancing National Development through Environmentally Resilient Islands (ENDhERI) project financed by Global Environment Facility (GEF) and assisted by United Nations Environment Program (UNEP) with the objective of enhancing reef protection, resilience and ecosystem recovery by reducing development impacts in a selected project site the Maldives, enabled for replication nationally through public awareness and integrating the values of marine biodiversity and other natural capital in national.

This project aims to assist the government of the Maldives in its implementation of new environmental policies and transition towards national adoption of Green Growth atoll development that will sustain marine Natural Capital (NC) and strengthen the resilience and recovery of reef ecosystems. This will be informed by learning from atoll-wide integrated coastal zone management within a Managed Marine Area / Biosphere Reserve framework, and the application of innovative sustainability practices and standards in agriculture, fisheries, tourism and construction sectors as the basis for transforming the human ecological footprint in Laamu Atoll, and taking this up to national level through sector transformation, spatial planning and improved governance based on NC accounting. The intermediate objective of this transformation is to minimize the flows of pollutants from land-based activities into the adjacent marine environment, and reduce marine-based drivers of reef degradation including baitfish and reef fisheries. Overall, the project seeks to enhance reef ecosystem integrity and resilience through sustainable management, reducing development impacts and integrating NC accounting into national planning.



The project is structured in four components:

**Component 1** will increase the sustainability of marine and coastal resource management under a Green Growth Strategy for Laamu Atoll (Outcome 1.1) and achieve a reduction in stressors impacting Laamu Atoll reefs through increased Green Growth and Integrated Coastal Zone Management practices in key sectors (Outcome 1.2).

**Component 2** will result in increased understanding of the values and dependencies on marine NC and biodiversity and ecosystem services that supports improved livelihoods and sustainable development on Laamu and among key national stakeholders (Outcome 2.1).

**Component 3** will aim to achieve increased institutional capacity, clarified mandates and integration of NC accounting in marine biodiversity conservation policy and programs (Outcome 3.1); enhanced protection of coral reefs and other marine NC through actions by corporate sectors (Outcome 3.2); and strengthened inter-sectoral coordination and spatial planning that incorporates NCA support sustainable development in the fisheries and agriculture, tourism and construction sectors (Outcome 3.3).

**Component 4** will support the implementation of Components 1-3 ensuring that information and lessons learned are shared between the different Components and stakeholders and that results-based management is informed by adequate M&E procedures.

Overall, the project will lead to enhanced conservation and sustainable management of the coral reef-atoll seascapes throughout the Maldives through an in-built design for scaling up from local experience to national change across its three components. Integration of the NC concept and approaches into business models, risk analyses and decision-making processes within government, private sector and financial institutions is expected to align national and local governance with the enhanced planning needs outlined in the National Biodiversity Strategy and Action Plan.

## 2. Responsibilities and detailed tasks:

Main role of the Communications Specialist is to conduct a scoping study, determine target groups and methods, facilitate development and coordinate implementation of the national Outreach Plan, monitor participation and results to inform adaptive management.

The Communications Specialist would be responsible for, but not limited to, the following activities:

- Act as the Project focal point for communications
- Ensure ENDhERI communications is effective, strategic, results-oriented, coherent and consistent with Ministry's policies, objectives and practices.
- Comply with all administrative schedules, including planning, management and reporting to the donor for the communications component of the project.
- Provide support to the project's and Ministry's communications, outreach and visibility.
- Coordinate and manage communication and outreach activities in the ENDhERI project, including technical and administrative tasks, in close cooperation with the project team.
- Design and implement a tailored ENDhERI Communications strategy aiming to increase the knowledge and awareness and participation of key stakeholders in the project;
- Oversee implementation and measure impact of the ENDhERI Communications strategy, and propose its adjustment where needed.



- Develop, implement and Manage Social Media contents in terms of project progress and outputs.
- Produce web stories, articles, shorthands, printed material, videos and other content for the Ministry and external channels, in line with the agreed communications strategy and by liaising with project team, partners and stakeholders.
- Design and layout work for reports and other communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards, etc) for printing and electronic distribution
- Organise and oversee communications in project events.
- Prepare press releases as opportunities arise and coordinate ADAPT media and public relations to ensure increased awareness on environment and conservation.
- Coordinate ENDhERI's presence on the social media – in line with the communications strategy, craft social media messages and posts, and schedule them for maximum impact and strategic balance.
- Support Project Manager in implementing project communications activities.
- Carry out other relevant tasks on request and agreement with the line manager.

### 3. Qualifications and Experience required:

**The Communications Specialist shall meet following qualification, experience and competency**

- Bachelor's degree with minimum 10 years of experience or Master's degree with minimum 5 years of experience in a subject related to the field of communications
- Excellent knowledge of communication channels and tools, and proven writing and editing experience
- Excellent creative skills and advanced command over a full range of design Software, including Adobe Photoshop, Illustrator, InDesign, etc.
- Capacity to work effectively under time pressure and during extended hours if required
- Willingness to travel within the region, sometimes at short notice
- Excellent organizational and networking skills, team-oriented attitude and ability to work independently
- Good interpersonal skills and ability to interact well with people
- Proof of expertise in producing communication and outreach materials, including proficiency in relevant software
- Knowledge, awareness and experience in the nature conservation sector is an asset

### 4. Collaboration, Guidance and Supervision

- The Communications Specialist will be contracted by the Ministry of Environment and is fully accountable to the Ministry on the quality and timely delivery of his/her work under the



contract. During the period of work, the Communications Specialist will work under the guidance and supervision of the Project Manager.

## 5. Duration of the Assignment

- The Specialist is required to work for a period of 12 months with possibility of extension based on the performance

## 6. Remuneration

- Remuneration will be at the rate of MVR 28,170/- per month

## 7. Selection Criteria

Communications Specialist will be selected based on the following criteria:

Criteria	Weightage (%)
Achieved minimum academic qualification	30
Required work experience as per TOR	10
Experience in working in similar projects (both PSIP and Donor Funded)	10
Knowledge on media applications and on use of professional designing softwares (2 point of each work provided)	10
Proof of proficiency in skills such as written English and Dhivehi language (2 points for each work provided)	10
Interview	30

## 8. Application

The applicants shall submit their applications along with the following documents

- Letter of Expression Of Interest (EOI)
- Detailed Curriculum Vitae including information on qualifications to perform the assignment, experience and appropriate skills with at least 2 referees
- Copies of Accredited certificates
- Copy of National ID card

## 9. Submission

Interested candidates may submit their proposals in hard copy on or before 1200hrs of 14<sup>th</sup> April 2021 to the following address.

Human Resource Department  
hr@environment.gov.mv  
Ministry of Environment  
Green Building, Handhuvaree Hingun, Maafannu  
Male', 20392, Republic of Maldives