

Federal Government of Somalia

Terms of Reference

Communications Consultant for Somali Bureau of Standards

Type of appointment:	Consultant
Project:	De-Risking, Inclusion and Value Enhancement of Pastoral Economies Project (DRIVE-176517)
Duration:	12 months
Duty station:	Mogadishu, Somalia

1. Background

1.1. Somali Bureau of Standards (SoBS)

Somali Bureau of Standards (SoBS) was established by the Standards and Quality Control Act Law No. 27 in the year 2020. It has been given authority to control product quality and the safety of consumers. SoBS mandate covers standardization, metrology, and all conformity assessment activities; inspection testing, and certification. SoBS is governed by an inter-ministerial board.

The main objectives of Somali Bureau of Standards are:

- Establish robust quality infrastructure for Somalia (standards, metrology, accreditation and conformity assessment)
- Protect the safety of consumers from harmful and substandard products imported to Somalia.
- Promote export through standards harmonization.
- Support standardization of local production.
- Affiliating to the regional and international standard bodies and contribute to the efforts made in standard development.

1.2. DRIVE PROJECT

Under the Horn of Africa Initiative, the World Bank is financing the De-Risking, Inclusion and Value Enhancement of Pastoral Economies Project (DRIVE). DRIVE aims to protect pastoralists against drought shocks, using a package of financial services including drought insurance, payment, savings and possibly credit, and to connect pastoralists better to markets by upgrading the livestock value chains and facilitating the regional livestock trade. This is a regional project is with Djibouti, Ethiopia, Kenya and Somalia participating. The development objective is to enhance de-risking, financial inclusion and value addition of pastoral economies in the HoA.

The project will have two components.

Component 1: De-Risking and Finance that will involve scale up financial protection for pastoralists across the HoA with a cost-effective package of financial products and services, including insurance, savings and (contingent) credit. To meet the needs of the pastoralists and provide cost-effective protection, the best financial products would be a mix of insurance and banking (savings and credit) products.

Component 2: Livestock Value Chains and Trade Facilitation - this component intends to connect pastoralists better to markets, by upgrading the livestock value chains and facilitating trade. The targeted beneficiaries are pastoralists who already have some connections to markets but derive limited value from their livestock-rearing activities. The production groups who benefit from component 1 would be linked to investment opportunities generated under component 2. The component will also support private investment in the livestock value chains that will lead to higher incomes for pastoral producers. This component is intentionally focused on complementing existing interventions on pastoral production systems, facilitating livestock trade and mobilization of private investment into the livestock value chains

2. Justification of the position

Somali Bureau of Standards is mandated to ensure products exported as well as consumed within the country are safe and meet the internationally agreed standards. Under the DRIVE Project, SOBS's is required to contribute to unlocking export market for livestock products and additionally facilitate trade within the Horn of Africa region by providing quality assurance and standardization that meets the needs of export customers. A strong communication and awareness-raising drive is needed to inform and educate the private sector, and in extension the public, on the role of SOBS regarding quality standardization of export products, specifically on livestock products. Such communication and awareness-raising drive will target players in the livestock market with a view to increasing compliance with SOBS quality standards, both for the export market and the local market.

The communications consultant will work closely with the Ministry of Livestock, Ministry of Commerce and Industries, the Project Implementation Unit and ZEP – Re (which is implementing Component One) in advancing the reach and visibility of the project, and to raise awareness on the role of SOBS in quality control of livestock products for trade facilitation.

The communications consultant is responsible for managing all communication and media tasks of SOBS which includes developing communication materials, reports and increasing the visibility and knowledge management of the institution.

3. Duties and responsibilities

- To develop a communication strategy that is in line with SOBS mandate and strategic plan and focused on promoting livestock value-chains.
- Develop awareness raising and outreach programs by using all media types to protect the public from sub-standard products especially on livestock products, both imported and exported.

- Organize media campaigns press conferences for small and medium size enterprises to encourage businesses and the Somali Chamber of Commerce to comply with the standards adapted by SOBS to safeguard the citizens and the environment
- Organize media-based engagement campaigns indicating the need to quality control, legal frameworks and polices with all relevant stakeholders including the private sector, academic institutions, elders, youth, women groups, minorities and religious leaders
- Develop and prepare materials for immediate press releases, live conferences and daily social media messaging programs to educate the public at large with significance improving the quality infrastructure of the country, specifically on quality standards for livestock products.
- Ensure effective and updated social media presence including progress updates and key milestones achieved by SOBS and/or its partners by improving livestock and its value chain under DRIVE project
- Disseminate to the public the information related the imported harmful substances including food and drug substances to improve the awareness of the citizen as well as the need to improve standards and comply with them for local and international markets.
- Assist to plan, develop and implement effective communications and outreach strategies to support the DRIVE project, using the full range of modern communication tools including social media, digital publishing, and multi-media production
- Helps determine the most effective content and communications interventions to address DRIVE's project implementation.
- Improve the visibility of the institution under the public and sensitizing the significant role of SOBS in protecting their lives, hence the public would understand and support the work of SOBS
- Provide communication training for SOBS Staff, particularly with the inspection teams on the ground to improve their capacity to communicate with the public and enforcement institutions
- Monitor perceptions, track shifts in opinion, and respond to inquiries in coordination with the DRIVE PUI, while publishing and updating key facts about project goals and milestones as well as results.
- Conduct any other related duties as may be required.

4. Qualifications

- Advanced University Degree (Master's Degree or equivalent) in communications, development studies, journalism, international affairs, political science, or Public Administration and other related field.
- A first level University degree (Bachelor's Degree or equivalent) along with 8 additional years of relevant experience may be accepted or Master's degree with 5 years of relevant experience.

5. Experience and Skills

- A minimum of 5 years of progressively responsible experience in public relations, media management, partners or client relationship management, institutional development and/or market analysis.
- Demonstrated excellent research and analysis skills related to partner/business development in an international setting.
- Proven knowledge of visual communications principles and fluency with design software.
- Understanding and/or experience with digital content and social media analytics
- Good understanding of functioning of Somali government and its socio-political landscape.
- Demonstrated ability to use basic graphics programmes.
- Field experience or experience in developing countries will be considered an asset;
- Experience with international organizations or public institutions are considered an asset.
- Excellent writing, editing and oral communications skills in English and Somali is required.

6. Deliverables and KPIs

- Communication strategy with implementation framework
- Develop communication materials e.g., factsheets, brochures, presentations about SOBS and for meetings, briefings, trainings and other events on the DRIVE project.
- Ensure updated website, social and media press statements of the institution on the DRIVE project
- Coordinate all communication tasks of the institution with respect to the DRIVE project will work closely with DRIVE PIU at the Ministry of Finance, Communications consultants at Ministry of Commerce and Industries, Ministry of Livestock, Forestry and Range.
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7. Specific knowledge, skills and competencies required

- Experience in Somalia or in similar contexts is highly desirable
- Sound understanding of Somali development needs and political environment
- Strong communication and interpersonal skills, and the ability to develop excellent relations with Somali counterparts and donor officials; and
- Ability to live, work, and travel in Somalia.

8. Duration of the position

The position contract will be one year with the possibility of extension based on performance satisfaction and budget availability. He/she will work closely with DRIVE PIU at the Ministry of Finance, Communications consultants at Ministry of Commerce and Industries, Ministry of Livestock, Forestry and Range.

9. Language:

Operationally fluent in English and Somali.

10. Reporting

The communications consultant will directly report to SOBS Director General and work directly with the communication person on the Ministry of Commerce and Industry.