

# Federal Government of Somalia

## Terms of Reference

### Communications Consultant for Ministry of Livestock, Forestry and Range

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

#### *Core Description*

The Ministry of Livestock, Forestry and range is responsible for improving livestock health conditions, access to suitable good quality fodder, suitable markets and qualified workers. In order to have enough pasture, the ministry is responsible for protecting the land from degradation and deforestation. The Ministry is mandated to enhance the human resource capacity building and institutional strengthening, animal health and disease control, improving animal production, rangeland development, and livestock marketing and trade facilitation.

The Ministry is currently working a forward-looking reform program aimed at promoting Risk Financing and Livestock Value Chains and Trade Facilitation with technical and funding support of World Bank through the project of De-Risking, Inclusion and Value Enhancement of Pastoral Economies Project (DRIVE).

#### **Project Overview**

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 project is regional and 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

The Communications Consultant will advise on how to present this ongoing transformation and progress to key stakeholders, the Somali public, and the wider global community. He/she will guide MoLFR on how to disseminate press releases and other forms of communication. He/she will give recommendations on effective communication strategy that enables the MoLFR to speak with one voice and clarity.

### ***Main Duties and Responsibilities***

To meet the MoLFR's role in the implementation of Components I & II of the DRIVE Project, the communications consultant will undertake the following responsibilities:

- Provides guidance on how to create an effective communication strategy that follows the SMART criteria (specific, measurable, attainable, relevant, and timely). The communication strategy should clearly outline the objectives, key messages, audience, stakeholders, channels, M&E and a budget.
- 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
- Advises MoLFR on how to develop standard operating procedures, guidelines on media events, placements, press conferences and media appearances.
- Provides expert assistance on how to create communication materials, including publications, online presence, briefing notes, talking points, speeches and presentations. Helps determine the most effective content and communications interventions to address DRIVE's project implementation.
- Gives recommendations on drafting and editing opinion pieces, statements, articles, media releases and advisories, policy and development contents including, among others, factsheets, web content, social media content, publications and talking points.
- Advises on how to track, monitor, and report on new developments that are relevant for MoLFR on the DRIVE project 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.
- Provides guidance on the design and implementation of communication work plans for internal and external engagements.
- Contributes to ensuring that MoLFR – DRIVE project activities and other project related reports are regularly promoted and timely published and disseminated to donors and the public at large.
- Advises on the production of a variety of communication materials, including posters, slideshows and brochures for the MoLFR on the DRIVE-project.
- Performs all duties specified in the TOR in both English and in Somali.
- Coordinates with the PIU communication person as well as the communication officers from the Ministry of Commerce and Industry and Somalia Bureau of Standards.

- Developing the MoLFR external communications engagement plan and making the linkages between DRIVE and MoLFR across different touch points
- Provide training staff on protocols of communications aligned to the communication plan and WBG policies
- Coordinate with Zep-re communication person in public engagement material and disseminating the same as per the communication plan

### ***Deliverables***

- Develop a communication strategy with clear objectives, key messages, audience, stakeholders, channels to meet the needs of the DRIVE Project
- Monthly and quarterly communication plan with clear deliverables. A range of written products are included: from traditional press releases, brochures, Q&As, briefing notes, speeches. Responsible for providing the content for the DRIVE webpage
- Coordinates communications activities and events ranging from seminar and meetings, involving external and/or internal audiences
- Monthly, quarterly, and annual reports detailing communication activities undertaken

### ***Qualifications***

- Master's degree with 5 years of relevant experience or Bachelor's degree with 8 years of relevant experience, in a relevant discipline (communication, journalism, international relations or other related fields)
- Excellent written and spoken command of English and Somali, and the ability to convey complex ideas in a creative, clear, direct, and lively style
- Proven knowledge of visual communications principles and fluency with design software.
- Understanding and/or experience with digital content and social media analytics
- Understands project management concepts sufficiently to propose and develop drafts of online communications plans and strategies with minimal supervision; can apply standard project management tools, methodologies, and processes; is able to identify and mitigate project risks as well as manage project issues.
- Strong inter-personal skills and ability to work effectively with teams of various levels.
- Evidence of excellent communication and negotiation skills, ability to work effectively and harmoniously within a diverse work environment.

### ***Working conditions***

*The successful candidate may be subject to a criminal background check prior to taking up the post.*

### ***Functional and Organizational Skills***

- Clear understanding of Bank's stakeholders and experience of managing similar stakeholder relations
- An established media network both within Somalia and internationally
- Documented experience in delivering media training
- Proven experience of managing media relations
- Experience in preparing speeches for public delivery in both Somali and English
- Demonstrable understanding of Somalia's media landscape

- Proven experience of articulating organizational strategies and priorities.
- Demonstrable experience of designing and implementing a common purpose - oriented communication strategy in a similar context
- Demonstrable experience of modern management skills and understanding of international best practices.

#### ***Language Skills***

- Fluent in both Somali and English, in speaking, reading, and writing.

#### ***Computer Skills***

- Must have strong computer skills, including MS Office Suite and design software
- Experience with all major social media platforms.

#### ***Other Requirements***

- Must have an understanding of Somalia's federal government institutions, business infrastructure and the functional position of the Bank within these structures
- Must have highest level of integrity and honesty.
- Must demonstrate impartiality and confidentiality.

#### ***Reporting***

The communications consultant will report to the Director General of the Ministry of Livestock, Forestry and Range and will work closely with DRIVE PIU at the Ministry of Finance, Communications consultants at Ministry of Commerce and Industries, Somali Bureau of Standards and ZEP-Re Country Manager for Somalia.

#### ***Duration***

The duration of the assignment is initially for a period of 12 months with possible extension based on performance and availability of funding.