

SAINT VINCENT AND THE GRENADINES

OECS Data for Decision-Making

Terms of Reference

SVG-DDMP-CS-INDV-7

COMMUNICATIONS OFFICER

Background

The OECS Data for Decision Making (DDM) Project (the Project) is a regional project that seeks to improve the capacity of participating Eastern Caribbean countries to produce and publicly disseminate statistical data for country and regional level analytics. It will be implemented by Grenada, Saint Lucia, St. Vincent and the Grenadines, and the OECS Commission. The project seeks to achieve its objective by strengthening both national and regional level capacities and fostering regional coordination. At the national level, Component 1 and Component 2 of the project will strengthen national statistical systems through (i) statistical modernization and capacity building, and (ii) data production, analysis, and dissemination, with a focus on the population and housing census, living conditions surveys, labour market surveys, and agricultural census. At the regional level, Component 3 of the project will support the OECS Commission's mandate for regional integration and the strengthening of the regional statistical system. Component 4 will support project implementation, and Component 5 will provide a contingency option for immediate surge funding in the event of a national emergency. The project is to be implemented over a five-year period commencing in 2022.

The following components will be implemented in St. Vincent and the Grenadines:

Component 1: Statistical Modernization and Capacity Building

Under this component, technical assistance and training will be provided to strengthen the organizational capacity of the NSO and ensure sustainability, in the context of limited human resources and foreseeable staff retirement; to improve the functioning of St. Vincent and the Grenadines' National Statistical System (NSS) and enable it to better address the demand of its data users; and to support the NSO in disseminating core statistics and analyses, including strengthening its communication capacity, and promote data use. This component will also finance the acquisition of modern IT end-user equipment to support the entire statistical production process from data collection to dissemination for greater efficiency and quality, and to increase the resilience of the NSO.

Component 2: Data Production, Analysis, and Dissemination

This component will support the NSO in its production of core data collection activities through financing and technical assistance to improve the frequency of data available to monitor and analyze demographic, social, and economic conditions. The core data products will include (i) Population and Housing Census (PHC), (ii) Agricultural Census, (iii) Survey Living Conditions

(HBS-SLC), and (iv) Labour Market Statistics. Technical assistance and financing for collection of supplemental data, as well as during major emergencies will also be provided under this component. Given the linkages between the country and regional level components of the project, strong regional project coordination will be required. Project Implementation Units (PIUs) at the country and regional levels will be responsible for regional coordination to achieve the overall project objectives and contribute to the regional activities under Component 3, which will be implemented by the OECS Commission. Component 3 contributes to the OECS Commission's mandate for regional integration and strengthening the Regional Statistical System. Key activities under Component 3 are: (1) support the creation of the Regional Data Governance Council in charge of providing guidance and harmonization of key data instruments and methodologies to improve the quality and comparability of data across member states; (2) develop and test data innovations suitable for small island states in the Eastern Caribbean, (3) strengthen regional technical assistance to NSOs and NSSs; and (4) support the generation of regional analytics and their dissemination.

Implementation of the Project in SVG will be within the ambit of the Public Sector Investment Project Management Unit (PSIPMU) of the Economic Planning Division, Ministry of Finance, Economic Planning, and Information Technology (MOFEP). A Project Steering Committee, chaired by the Director of Economic Planning, will provide oversight of the Project, evaluate progress and results, and address issues requiring higher-level interventions.

SCOPE OF SERVICES

The position of the Communications Officer (the Officer) is a contracted full-time staff position and work will be performed on site at the office of the PSIPMU of the MOFEP.

The Officer will be required to develop an appropriate communication strategy for promoting the project activities and the visibility of the Project. He/She will work closely with all relevant ministries and agencies involved in the Project to facilitate effective communication among all key stakeholders.

RESPONSIBILITIES

The Communications Officer will assist the Project Coordinator and the Director of Economic Planning in all communications-related matters of the DDM Project. He/She will work under the overall management of the Director of Economic Planning, but will report to the Project Coordinator in the execution of the following tasks listed below:

1. Communication

a. Develop and implement a project level Communication Strategy that aims to increase the effectiveness of the project; foster relationships of trust between 3 stakeholders; provide the

basis and opportunity to systematically share information amongst the stakeholders involved in the DDM Project, especially project beneficiaries to enhance effectiveness, accountability and transparency; mitigate risk and build consensus across project activities; and build capacity for staff and counterparts in the use of strategic communication especially with project beneficiaries.

b. Develop a work-plan and collaborate with the Project Coordinator, other members of the PIU, PSIPMU, and other key stakeholders to confirm the “key messages” specific to the project.

c. Develop awareness campaigns for project sites with special attention to vulnerable population inclusive of persons with disability. Campaigns should include costings to various communication channels, including radio, print, megaphone delivery, television, social media, billboards, advertising spots on the various media outlets, infomercials, jingles etc.

d. Prepare and submit monthly reports of works undertaken and other reporting obligations that will be specified by the Director of Economic Planning.

2. Research and Publications

a) Prepare and deliver communications packages, to promote the strategic and timely flow of information and key messages related to DDM Project.

b) Develop/produce publication layouts or relevant instruments and other material for public information (e.g., Posters, press releases, brochures, website contents, speeches, briefing notes, tweets, Facebook posts, etc.) Documentation of the project results.

3. Photography

a. Capture before, during and after images of project implementation.

b. Capture photos during media events, workshops and other events related to the DDM project.

c. Filing and processing of photos for use in media, website and social media.

4. Liaison Officer

a) Liaise with the media including the Agency for Public Information (API) to create awareness of the Project activities and achievements as per directives from the Project Coordinator.

b) Serve as the principal point of contact for the communications related to the project, including the development of press releases, organization of press conferences and responding to media questions related to the Project.

c) Ensure appropriate visibility guidelines and measures for the World Bank are adhered to when producing print, electronic events and/or conducting events.

d) In collaboration with the safeguard team of the PSIPMU, conduct and facilitate community sessions in selected communities across the island and facilitate dissemination on the various medium of communication such as radio programmes.

5. Social Media and Web Page Management

- a. Assist the Information Technology Services Division (ITSD) in the update and maintenance of the project website.
- b. Provide monthly updates to ITSD on project progress.

6. Citizen Engagement

- a) Assist in the management of the Project's Grievance Redress Mechanism (GRM) and assess feedback from the Grievance and Complaints Logging System.
 - b) Advise key project stakeholders on trends, news developments, or changing/unexpected circumstances related to information and communications needs and determine appropriate strategic responses to address them.
7. Any other communications activities as assigned by the Director of Economic Planning and the Project Coordinator.

QUALIFICATIONS AND EXPERIENCE

The selected consultant is required to possess the minimum competency requirements listed hereunder and should describe in detail in the CV, experience in the successful completion of similar engagements, relevant to the scope of the consultancy.

Academic Qualifications

- At least a Bachelor's Degree in Journalism, Public Relations, Mass Communication, Public Affairs, Environmental/Health Communications, or a related field.

Experience

- At least three (3) years' work experience in the field of media relations, research documentation, report writing, journalism or/and communication.
- Previous Census & survey communication experience and/or extensive experience in designing, developing and managing public communication programmes is an asset.
- At least three (3) years' experience with communications strategies and approaches
- Demonstrated ability to work in teams and communicate effectively

Technical Competences

- Demonstrated experience conceptualizing, preparing and maintaining multimedia and interactive content (such as slideshows, videos, and timelines).
- Strong communication skills to speak and effectively utilise various platforms, such as newsletters, blogs and social media to strengthen outreach efforts.
- Excellent writing skills; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style.

- Computer literate, with high proficiency in Computer software operations (Microsoft Word, Excel, Power-Point and Publishing etc.).
- Excellent understanding of and ability to apply communication tools and techniques, including the ability to analyze and use research data.

DURATION

The contract will be for one year in the first instance and would be subject to renewal based on satisfactory performance.

REMUNERATION

Remuneration will be commensurate with qualifications and experience