

**REQUEST FOR EXPRESSIONS OF INTEREST
(INDIVIDUAL CONSULTING SERVICES)
(FSM Nationals Only)**

Country: Federated States of Micronesia

Project: Pacific Islands Regional Oceanscape Program – Economic Resilience (PROPER)

Grant No.: IDA-E371-FM

Assignment Title: Communications Officer

Reference No. (as per Procurement Plan): N/A

The National Government of the Federated States of Micronesia (FSM) has applied for financing from the World Bank toward the cost of the Pacific Island Oceanscape Program – Second Phase for Economic Resilience and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include communicating progress and outcomes of the PROPER Project activities to stakeholders, for an initial one (1) year period commencing approximately in November 2024. This is a full-time position and may be extended based on “satisfactory performance” i.e. satisfactory performance as determined through a performance evaluation against agreed key performance indicators and availability of funds. The position supports the FSM PROPER Project implementation phases of the project. The detailed Terms of Reference (TOR) for the assignment DOFA website at dofa.gov.fm or at the NORMA website at norma.fm.

The FSM National Oceanic Resource Management Authority (NORMA) now invites eligible individuals (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (attach curriculum vitae with description of experience in similar assignments, similar conditions, etc.).

The criteria for selecting the Consultant are:

Required experience and educational background:

- Bachelor's Degree in communications, journalism, public relations, or a related field OR an Associates degree in a related field with five (5) years of related experience.
- Strong writing, editing, and content creation skills with an ability to adapt messages for different audiences.
- Proficiency in using communication tools and platforms, including social media, websites, and presentation software.
- Excellent interpersonal and networking skills for effective stakeholder engagement.
- Understanding of the context and culture of FSM.
- Proficiency in English, both written and verbal communication.

Desirable skills:

- Experience in community engagement or outreach activities.
- Familiarity with the reality of one or more States and knowledge of local languages.
- Familiarity with the Pacific region's cultural dynamics and communication preferences.
- Experience in designing and implementing successful communication campaigns.
- Experience in website maintenance and updating.
- Proficiency in graphic design software or multimedia production tools.

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers dated September 2023 ("the Regulations"), setting forth the World Bank's policy on conflict of interest.

Further information can be obtained at the address below during office hours 0800 to 1700 hours Pohnpei local time.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) preferably by October 01, 2024.

FSM National Oceanic Resource Management Authority
Attn: Mr. OKean Ehmes, PROPER Project Manager
PO Box PS 122
Pohnpei, FM 96941
Federated States of Micronesia
Telephone: (691) 320-2700/5181
E-mail: okean.ehmes@norma.fm and copy to crawford.nimea@norma.fm

FSM Pacific Regional Oceanscape Program – Economic Resilience (PROPER) Project Terms of reference for Communications Officer

A. BACKGROUND

The National Government of the Federated States of Micronesia (FSM) has partnered with the states and several government departments to implement a new project as part of its development activities within the FSM. The current and pipeline portfolio includes projects in the sectors of Energy, Fisheries, Information & Communication Technology (ICT), Public Financial Management strengthening and Maritime and Roads.

The FSM Pacific Regional Oceanscape Program – Economic Resilience (PROPER) Project is a FSM government led Fisheries project where the primary objective is to strengthen the shared management of selected Pacific Island oceanic and coastal fisheries, and the critical habitats upon which they depend, for economic recovery and resilience. The project consists of three key components, namely Oceanic Fisheries, Coastal Fisheries, and Marine Habitats and Waste. Each component focuses on specific activities and interventions aimed at addressing the unique challenges faced in their respective areas.

To support the implementation of FSMPROPER, a Project Implementation Unit (PIU) consisting of a Project Manager, Project Officer and Project Assistant will work in the already established PIU in FSM NORMA. State Coordinators and project officers addressing communications, M&E and environmental and social risks will be part of the team. The FSM PROPER PIU is responsible for coordinating the administrative process supporting the implementation of the Project with the FSM Department of Resources & Development (FSMDRD), FSM NORMA, FSM Department of Health & Social Affairs (DHSA), FSM Department of Environment, Climate Change and Emergency Management (DECCEM), DoFA and the States. The PIU will also be responsible for supporting NORMA administrative requirements in preparing and implementing the Project in accordance with guidelines and regulations as well as the annual work plans and budgets which will detail project activities and eligible expenditures. Additional technical experts in fisheries, infrastructure and waste are to support the PIU.

In order to strengthen project management support to the portfolio of WB-financed projects, a Central Implementation Unit (CIU) has been established under the Investment Finance Unit in the Department of Finance. The objective of the CIU is to provide support to PIUs in the preparation, implementation and reporting of WB-financed projects. The CIU will assist the FSMPROPER PIU in core cross-cutting functions including financial management, environmental and social safeguards, monitoring & evaluation, communications and procurement.

B. CORE DUTIES

The Communication Officer will play a vital role in communicating progress and outcomes of the PROPER Project activities to stakeholders. They will report to the Project Manager (PM) of the PIU and will be responsible for the following key tasks:

1. Communication Strategy Implementation:

The Communications Officer will coordinate the development and execution of the communication strategy for the FSM PROPER Project in collaboration with the CIU communications advisor. Responsibilities include:

- Assist with crafting clear and effective communication strategies that promote project objectives, engage stakeholders, and raise awareness.
- Collaborating with CIU Communications Advisor, PIU, State-level Project Coordinators, Technical Experts, and Working Groups (WGs) to align communication efforts with project activities and goals.
- Collaborate with IAs communications staff to facilitate implementation of PROPER communications strategy.

2. Stakeholder Engagement:

The Communications Officer will play a key role in building and maintaining positive relationships with stakeholders, including fishing communities and relevant government agencies. Duties include:

- Engaging with local communities to gather insights, feedback, and concerns related to project activities and outcomes.
- Collaborating with Project Coordinators to ensure effective communication and understanding of project goals and benefits among local communities.

3. Content Creation and Dissemination:

With support of the CIU Communications Advisor, the Communications Officer will create compelling and informative content to disseminate project updates, success stories, and key messages. This involves:

- Developing written and visual content for various platforms, including websites, social media, newsletters, and presentations.
- Ensuring consistent and accurate messaging that aligns with the project's goals and objectives and based on project data and information.
- Gathering, updating and maintaining a repository of Project pictures and videos, as well as other relevant material.

4. Media Relations and Public Engagement:

The Communications Officer, with support of CIU Communications Advisor, will manage media relations and foster public engagement to raise awareness of the project's impact. Responsibilities include:

- Liaising with local media outlets to promote project activities, events, and milestones.
- Organizing the development or Project participation in community workshops, seminars, and events to share project information and gather feedback.

5. Monitoring and Evaluation Support:

The Communications Officer will collaborate with the M&E Officer and CIU M&E Advisor to gather data and insights for monitoring project communication effectiveness. This includes:

- Participating in data collection efforts to assess the reach and impact of communication strategies.
- Providing input on communication-related indicators and contributing to M&E reporting.

C. QUALIFICATIONS

Required experience and educational background

- Bachelor's Degree in communications, journalism, public relations, or a related field OR an Associates degree in a related field with five (5) years of related experience.
- Strong writing, editing, and content creation skills with an ability to adapt messages for different audiences.
- Proficiency in using communication tools and platforms, including social media, websites, and presentation software.
- Excellent interpersonal and networking skills for effective stakeholder engagement.
- Understanding of the context and culture of FSM.
- Proficiency in English, both written and verbal communication.

Desirable skill set

- Experience in community engagement or outreach activities.
- Familiarity with the reality of one or more States and knowledge of local languages.
- Familiarity with the Pacific region's cultural dynamics and communication preferences.
- Experience in designing and implementing successful communication campaigns.
- Experience in website maintenance and updating.
- Proficiency in graphic design software or multimedia production tools.

D. POSITION DURATION

The position will be for an initial one (1) year period. This is a full-time position and may be extended based on “satisfactory performance” i.e. satisfactory performance as determined through a performance evaluation against agreed key performance indicators and availability of funds. The position supports the FSM PROPER Project implementation phases of the project.

E. LOCATION

The position will be located within the FSM NORMA but services the PROPER Working Group comprised mainly of the Project Implementing Agencies.