



**Maldives Pension Administration Office**  
**Republic of Maldives**  
**Pension and Social Protection Administration Project**  
**IDA Credit No.: 4611-MV**  
**Date: 01 June 2014**  
**Terms of reference**  
**Communications Officer (Local)**

**A. Background**

1. The National Social Protection Agency (NSPA) is by an executive order mandated under the National Social Health Insurance Act (15/2011) to administer and implement specific social protection programs. NSPA is also the responsible agency to administer the national social health insurance scheme under the national social health insurance act (15/2011).
2. Therefore NSPA is in the process of consolidating the administration of Social Protection programs and wishes to create a robust management information system in the near future. NSPA aims to administer all social protection programs defined and directed through policies developed by the respective line ministries in an efficient and effective manner. In order to achieve this, a social Protection information system (SPIS) is under development. The objective is to harmonize the data processes and formats and avoid duplication of costs across programs and ministries. An integrated MIS will also allow policymakers to have a holistic picture of the beneficiary population and expenditures.
3. This Social Protection system needs to be understood and complemented by efforts of numerous stakeholders to make it successful. To facilitate the stakeholders to collectively define social protection and its relative efforts in Maldives a Social Protection Workshop for the stakeholders has also been planned.
4. Simultaneously the MIS for active monitoring of the Social Health Insurance Scheme is also under development. For data to be captured from the primary source an integrated health Information system (MIHIS) is also in the design phase.
5. All these initiatives are being supported under the World Bank's Pension and Social Protection Administration Project.
6. All these initiatives have numerous aspects related to public awareness and information dissemination to public stakeholders focused both collectively and individually. There are training programs designed to familiarize stakeholder representatives in the atolls and also development of interactive training tools for easier and more effective knowledge transfer. Thus NSPA requires expertise in the area of communications for the successful implementation of the current initiatives to enhance the social protection and social health insurance programs.

**B. Objective**

7. NSPA requires a strong Public relations and communications support mechanism to ensure the information disseminated through the project initiatives are clear concise and effective. The communications officer will be responsible to provide the necessary support to the project unit at NSPA in preparing public awareness messages, brochures, media relations, development of interactive trainings and development and implementation of all required communication campaigns.



### **C. Scope of Services**

#### **8. Spearhead communication campaigns**

The SPIS roll out, MIHIS implementation and disability training rollout components all require communication campaigns for effective implementation and in order to achieve the objectives in the given time period the communication officer is also expected provide input in streamlining the public relations and awareness functions of the roll-out phases through preplanned communication campaigns.

#### **9. Develop and implement the beneficiary communication process.**

The communications officer will be closely involved with the development of interactive training programs and preparations of necessary beneficiary communications and outreach mechanisms. Thus the communication officer is expected to provide input and enhance the communications to the beneficiaries.

#### **10. Support to translations required for effective communications to local stakeholders.**

NSPA has three initiatives; Disability determination and certification process development, SPIS system development and the Health Information System developments, that are simultaneously ongoing and thus requires quick responses and immediate communications. The communication officer shall also assist in any other project related translations including those required for the Social protection Workshop. The communication officer is responsible for providing the necessary support to ensure that translations done when necessary reflect the overall objectives of the respective source documents.

### **D. Schedule of Completion of Tasks**

11. Preparations of communicant campaigns, translations and public communication messages as required during the course of the work, the communications officer will be required to complete timesheets or any other document used to identify time spent and completion of tasks.

12. To carry out these tasks, a communications officer is required for the period from March 2014 to March 2015. Work must be conducted onsite, stationed at the premises specified by the NSPA.

### **E. Services and facilities to be provided by the client**

13. The NSPA ensures that office space, office facilities, local calls, internet connection, general stationery, support staff and all other relevant information for the completion of the task is made available to the selected staff in timely manner.

### **F. Expected Deliverables:**

14. Deliverables include the following.

- Development and implementation support to all communication campaigns
  - Lead the communication campaign for the SPIS implementation
  - Provide necessary communication support for the development and dissemination of disability program.
  - Provide all required communication and public relations support for the MIHIS rollout.
  - Provide support for public relations efforts of NSPA



- Communicate and liaise with necessary stakeholders in the atolls for the effective dissemination of public awareness and public communications.
  - Proactively liaise with the necessary stakeholders to inform them on the new programs and lead the public awareness programs.
- Proofread and revise any documents translated for the project to ensure that they are in line with their respective source documents.
- Timely reporting to the project coordinator and the PMU on the communication campaigns and public awareness programs.
- Undertake necessary steps to support and ensure the smooth and timely implementation of all project activities.

#### **G. Procedure for Review of Outputs and Reporting Arrangements**

12. During the course of the assignment the communications officer shall report to the Project Coordinator at NSPA, and will work closely with the technical team responsible for Social Security related activities. The project coordinator would communicate the progress to the PMU, which then would be communicated to all other involved parties.
13. The review processes consist of analysis of outputs by the communications officer, by the Senior Management of NSPA which grades each point of the outcome accordingly. After driving at a conclusion by the management, each output, based on the necessity, would be communicated to all the parties involved.

#### **H. Required Expertise**

- Bachelor's Degree in Communication studies/ Public relations/ Media studies or a related field accredited by Maldives Qualifications Authority, and 5 years working experience in public relations, broadcasting, media.
  - Familiarity with communication modes and media is strongly preferred.
  - Familiarity with Microsoft Office, and an in depth knowledge of MS. Word, MS. Excel and MS. PowerPoint.
  - Good communication skills in Dhivehi.
  - Time and task management skills.
  - Field experience and familiarity with travel to the atolls.
  - Experience with similar assignments is strongly preferred.
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