



Republic of Maldives

Pension and Social Protection Administration Project

IDA Credit No.: 4611-MV

Public Relations Expert (International Consultant)

Terms of Reference

(Consultancy No: MV/PSPAP/ C73)

A. Background

In accordance with the Government of Maldives Pension Act, which was ratified on 13 May 2009, the Maldives Pension Administration Office (MPAO) is an independent organization mandated with the planning, development, implementation and administration of two pension plans in Maldives. The World Bank has supported the establishment of MPAO and the overall pension reform through the Pension and Social Protection Administration Project.

This consultancy has a responsibility for developing, managing, co-coordinating, networking, implementing and monitoring advocacy and communication strategy and associated products and activities on on-going basis with public audiences, with the objective of promoting awareness, understanding of the Maldives Retirement Pension Scheme (MRPS). Create a positive impression about the scheme in terms of benefits to the individual members and the society and economy of the country at large.

B. Objective of the assignment

The objective of this assignment is;

- a) Devise a strategy to enhance the level of awareness of pension scheme and instill the importance of pension scheme in the minds of the general public taking the awareness to a next level than it is today;
- b) Develop communication strategy and associated work plan in line with the Corporate Objectives ensuring that awareness of the MRPS reaching the target audience effectively;
- c) Develop, maintain and update the MPAO advocacy and communication strategy and associated work plan. Strategy and work plan include: stakeholder assessment;



objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.

C. Scope of work

- a) Perform a diagnosis of the current communication strategies and advise on the next level(s) to further promote MRPS and build confidence and trust in order to sustain the prevailing pension system in the country;
- b) Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Work Plan;
- c) Provide a mechanism to ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis;
- d) Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats (Press releases, feature stories etc). Ensure or enhance the quality, appropriateness of pension scheme's specific communication materials, activities, processes and messages transmitted to the press, employers, members and public;
- e) Advise on how to collaborate with mass media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate;
- f) Provide technical support on how to monitor and evaluate the use and effectiveness of media materials and share results and findings;
- g) Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing;
- h) Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.;



- i) Support in the rebranding the image of MAPO in the face of the public including logo and website;
- j) Undertake lessons learned, review of successful and unsuccessful communication experiences and share observations/findings with the management and Board of MAPO so that best practices benefit MAPO's communication work.
- k) Advise MPAO management, and staff on media strategy and implications for action and policies proposed;
- l) Support communication activities through knowledge management, information exchange and building capacity of the MAPO team;

D. Schedule for completion of tasks

The consultant is required for 30 days. The assignment should be completed by 15 June 2015.

Tasks	Timeframe
Prepare an Inception Report within one week after the commencement of the consultancy;	1 weeks
A comprehensive public relations and communications strategy and implementation plan;	3 Weeks
Final report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons;	4 weeks

E. Services and Facilities to be provided by the Client

The consultant is expected to work in MPAO or in the premises identified by MPAO. The Chief Executive Officer would assign a focal point for the Consultant within MPAO who would communicate the progress to the involved parties and ensure all necessary support to the Consultant for the timely completion of the assignment.



The Client shall ensure that office space and 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 Consultant in timely manner.

F. Deliverables

1. A comprehensive public relations and communications strategy and implementation plan;
2. Prepare an Inception Report within one week after the commencement of the consultancy;
3. A report on the progress with other tasks identified under the scope of services;
4. Progress report at the end of each subsequent visit by the Expert;
5. Final report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons;
6. Other reports and outputs as required in support of the tasks in the scope of services.
7. Conduct a short training based on a case study to make the staff of MPAO understand the communication strategy and how the staff can work to achieve the new strategies and objectives

G. Composition of review committee to monitor consultants work

Consultant shall report to the CEO of the MPAO, and will work closely with the technical team of MPAO which comprise of key personnel from Stakeholder Relations and MPAO Management. The focal point assigned by MPAO would communicate the progress to the involved parties and ensure all necessary support to the Consultant for the timely completion of the assignment.

H. Procedures for review of outputs

The review processes consist of analysis of the deliverables together with the assigned timelines. The Client will ensure that the deliverables of the consultant are reviewed in a timely manner, preferably within two weeks of submission of the output.

I. Qualification and Experience



- a) Advanced university degree in Communication, Journalism, Public Relations.(Or an undergraduate degree plus at least 5 years of demonstrated professional experience in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.);
- b) Five years of progressively responsible and relevant professional work experience in communication, print, broadcast, and/or new media. International and national work experience;
- c) Considerable experience developing and implementing public awareness strategies in support of government sponsored-programs;
- d) Experience working in environments where distance and lack of infrastructure create challenges with the implementation of public awareness strategies and general dissemination of information;
- e) Experience working with public awareness strategies that deal with public pension's and other social protection programs would be an asset;
- f) Experience working in developing countries, preferably Asia;
- g) Superior communication skills;
- h) Proficiency in reading, writing and speaking English.