



**DEPARTMENT OF ENVIRONMENT,
CLIMATE CHANGE AND EMERGENCY MANAGEMENT**

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Terms of Reference for Communications Consultant

Title: Communications Consultant

Department/Unit: DECEM, FSM Adaptation Fund Project

Reports to: Project Manager

Duty Station: Palikir, Pohnpei Federated States of Micronesia

Expected Places of Travel (if applicable): Selected FSM AF project sites across FSM as required

Duration of Assignment: Period of 12 months, effective July 2021

B: BACKGROUND

The Federated States of Micronesia (FSM) is located near the equator about 4,000 km southwest of the Hawaiian Islands in the Western Pacific Ocean and within the Caroline Islands group. It is a group of 647 islands (84 of the islands are inhabited) covering 2,736 square kilometres (km²) in the western Pacific Ocean (Figure 1). The land area totals 704.6 km², with 7,192 km² of lagoon area. The islands vary from small islets inundated at high tide to atolls and large volcanic islands with a land area larger than 80 km². FSM's physical isolation, as well as the distance between States, and between islands within States, combined with limitations in transport, pose multiple development challenges.

The Government of FSM has identified two outer islands each in Pohnpei, Chuuk and Yap States as priorities for the water security component of this proposal to the Adaptation Fund. These are Kapingamarangi and Nukuoro in Pohnpei; Satawan and Lukunor in Chuuk and Eauripik and Woleai in Yap. The majority are among the atolls most remote from their respective mainlands. The Government has also focused on building the capacity of the communities of Malem and Utwe in Kosrae to respond to climate change as well as improving the resilience of its infrastructure and natural environment to climate change under the coastal component of the proposal.

The *Enhancing the climate resilience of vulnerable communities in the Federated States of Micronesia* project is a four-year Adaptation Fund project aimed at reducing the vulnerability of the selected communities to risks of water shortage and increase adaptive capacity of communities living in Woleai, Eauripik, Satawan, Lukunor, Kapingamarangi, Nukuoro, Utwe, Malem to drought and flood-related climate and disaster risks.

It aims to achieve this through:

- Preparation of the necessary institutional and regulatory frameworks, policies, guidance, and tools to help deliver a climate resilient FSM.
- Strengthening water and livelihood security measures to help 6 outer atoll islands adapt to impacts of climate change related to water, health, and sanitation.
- Providing communities with climate resilient infrastructure to help relocate from high risk coastal inundation sites.
- Capturing and sharing the local knowledge produced on climate change adaptation and accelerate the understanding about the kinds of interventions that work in island environments in FSM.

The project strategy is to provide all four (4) State Governments in FSM with development planning tools and institutional frameworks to help coastal communities prepare and adapt for higher sea levels and adverse and frequent changes in extreme weather and climate events. The project strategy is to also provide communities with the resources and technical support needed to adopt and manage concrete climate change adaptation initiatives and actions.

The project will ensure that the concerns and experiences of stakeholder women and men are an integral dimension of the design, mainstreaming, implementation, monitoring, and evaluation of project resulting policies and programs, with the purpose of ultimately achieving gender equality in information sharing.

The Project is managed by the Department of Environment, Climate Change and Emergency Management (DECCEM) with the Secretariat of the Pacific Regional Environment Programme (SPREP) as the implementing entity.

Scope of Work:

An experienced Communications Consultant is being sought to develop the project's Communication Strategy and detailed Action Plan for the FSM Adaptation Fund project to effectively engage stakeholders in the delivery of the project.

The overall objective of the assignment is the development of a Communications Strategy and plan for implementation that will assist the Executing Entity's Project Management Unit to:

1. achieve overall project goals and outcomes;
2. engage effectively with stakeholders at national, state and community levels to strengthen whole-of-country ownership of project outcomes and involvement in the implementation of project outputs and activities;
3. demonstrate the value-add of the project to strengthening national and community resilience to climate change impacts; and
4. guide and facilitate advocacy work towards change in behaviour and perception of stakeholders in relation to climate change impacts and the importance of adapting to these changes.

The purpose is to provide the project team with the knowledge, skills and tools to effectively communicate and engage with stakeholders.

Stakeholder consultations and the development of the plan will need to consider the impacts of COVID-19 in terms of travel restrictions. All applications will need to clearly define a course of action which considers the restrictions. To assist with information and data collection, the Consultant will have the full support of the Project Management Unit in FSM.

Expected Outcomes and Deliverables:

Guided by an existing project plan, and consultation with the Executing Agency Project Manager and members of the project PMU including Communication Officer and Operations and Finance

Officers at State level, the consultant will be required to develop a communication strategy and detailed and costed two-year plan to implement the strategy. The consultant will be required to deliver the following outputs.

Output 1: Communication and engagement approach

The consultant will provide:

1. Report outlining

- Findings from stakeholder consultations/meetings;
- Review of project documents including the Adaptation Fund and SPREP relevant communication policies;
- Stakeholder mapping and analysis to identify key stakeholders in government (national and state levels), CSOs, private sector and communities including outer islands and their information needs.
- Communication approaches, tools and tactics to meet stakeholder information needs

Output 2: Communication strategy and action plan

The consultant will provide:

1. Draft communication strategy and action plan incorporating:
 - a. Situational analysis and communication rationale.
 - b. Communication and engagement goals and objectives aligned to the project's goals and objectives
 - c. Key stakeholders and target audiences
 - d. Key messages for the strategy
 - e. Tools and tactics against the key stakeholders and target audiences
 - f. Activities and timelines
 - g. Monitoring and evaluation including indicators aligned to the project's M&E Framework
 - h. Risk management including the identification of risks and mitigation measures.
 - i. Budget

2. Final communication strategy and action plan after incorporating review comments

Output 3: Communication training needs analysis

The consultant will provide

1. Report incorporating
 - a. An analysis of communication skills and knowledge of the staff of the EE PMU
 - b. Proposed programme to address the gaps and needs based on the analysis findings.

Output 4: Communication training programme

Based on the programme under Output 4, the consultant will provide training and mentoring to the EE PMU staff to enable implementation of the communication strategy and plan. This will include development of communication products as part of the training and mentoring support by the consultant.

Outputs and Deliverables

No.	Outputs/Deliverables	Estimated Duration to Complete (Days)
1.	Workplan	2
2.	Deliverable 1: Communication and engagement approach a. A report detailing a proposed communication and engagement approach for the project incorporating: <ul style="list-style-type: none">• Stakeholder consultations including IA, EE, CSOs, private and communities and outer islands.• Project documentation review• Stakeholder analysis and mapping and information needs• Communication approaches, tools and tactics to meet information needs of stakeholders	10 days
3.	Deliverable 2(a): Communication strategy and action plan (a) Draft communication strategy and action plan which includes: <ul style="list-style-type: none">• Situational analysis and communication rationale.• Communication and engagement goals and objectives aligned to the project's goals and objectives• Key stakeholders and target audiences• Key messages for the strategy• Tools and tactics against the key stakeholders and target audiences• Activities and timelines	20 days

	<ul style="list-style-type: none"> • Monitoring and evaluation including indicators aligned to the project's M&E Framework • Risk management including the identification of risks and mitigation measures. • Budget 	
	Deliverable 2(b): Final communication strategy and action incorporating the review comments from IA, EE PMU including OFOs and other relevant stakeholders	15 days
4.	Deliverable 3: Communication training needs analysis a. A report detailing: <ul style="list-style-type: none"> • Findings of the EE PMU's the analysis of gaps and needs to enable delivery of the communication strategy and action plan • Proposal programme to address the gaps and needs from the analysis findings 	15 days
5.	Deliverable 4: Communication training programme a. preparation of the training programme and training and mentoring undertaken for EE PMU staff in implementation of the communication strategy and action plan	20 days
6.	Final assignment report	3 days
	Total # of days	85 days

Qualification and Experience:

Education:

- A University degree (Degree, MSC, or PhD) in communications, journalism or any relevant field with expertise in strategic communications planning, development and implementation.

Experience:

- At least 7 years of professional work experience in communication, media relations, journalism, or relevant area with more than 3 years of that experience working in the Pacific;
- Proven track record in creative strategic communications planning, advertising, messaging, information, education and communication development.
- Demonstrated experience in developing, designing, production and publishing products using various medias in a national, regional and international context.
- Be able to turn complex language into appropriate messaging for a range of audiences and have experience delivering communications work using a variety of channels aiming at those “hard to reach” target groups.
- Good knowledge of climate change impacts in FSM and the Pacific.
- Experience in training and mentoring people.

Competencies:

- **Professionalism:** Ability to develop a strategy and plan using various methods. Have the gravitas and credibility to engage with Government officials, private sector, civil society and community-based audiences. Ability to apply judgement in the context of the assignment given, plan own work and manage conflicting priorities.
- **Leadership:** Establishes and maintains relationships with a broad range of people to understand needs and gain support; anticipates and resolve conflicts by pursuing mutually agreeable solutions.
- **Communication:** Speaks and writes clearly and effectively in English; exhibits interest in consultation approaches; demonstrates openness in sharing information and keeping people informed.
- **Teamwork:** Works collaboratively with colleagues to achieve goals.
- **Planning and organising:** Develops clear goals that are consistent with agree strategies; identifies priority actions and assignments; adjusts priorities as required; allocated appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitor and adjusts plans and actions as necessary.

Institutional arrangements:

The hired consultant will be under the direct supervision of the Executing Entity’s Project Management Unit (DECEN) and work closely with the Secretariat of the Pacific Regional Environment Programme (SPREP). Reports and documentation will be shared with the EE Project Manager and SPREP Task Manager.

Duty station:

Home-based. Travel to FSM and within FSM to the outer islands will be determined depending upon the situation with COVID-19 pandemic.

However, at this time, with the current travel restrictions due to the COVID-19 pandemic, if the successful consultant is not a resident of FSM, it is expected there will be no opportunity to undertake in-country consultations with the project team and stakeholders at this time.

The consultant is therefore expected to undertake the initial analysis and development of the strategy and action plan based on extensive experience and knowledge of FSM, in particular the States and outer islands and through virtual / remote consultations. The Plan will be ground-truthed once the travel restrictions have been lifted. It is therefore expected that the Consultant will work very closely with the project's Communication Officer and PMU staff including OFOs to undertake in-country consultations and meetings as necessary and provide all the relevant information and data as needed.

DOCUMENTATION REQUIRED:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- **Letter of Confirmation of Interest and Availability.**
- **Personal CV** indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
- **Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a methodology, if applicable, on how they will approach and complete the assignment. (Limit of 500 characters)
- **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs.

SUBMISSION INSTRUCTION:

Completed proposals should be submitted no later than July 01, 2021. Applications can be submitted either through email or mail to the following addresses.

Email: luan.gilmete@decem.gov.fm

Mailing address: DECEM Office

P.O. Box PS-69

Palikkir, Pohnpei FM 96941

Incomplete applications and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.

