

**SAINT VINCENT AND THE GRENADINES**  
**Volcanic Eruption Emergency Project (VEEP)**  
**Terms of Reference**

**COMMUNICATIONS OFFICER**

**BACKGROUND**

The Government of St. Vincent and the Grenadines has received financing from the International Development Association (The World Bank) and the European Commission under the Caribbean Regional Resilience Building Facility Single-Donor Trust Fund, towards the Volcanic Eruption Emergency Project (VEEP) and it intends to apply part of the proceeds towards consultancy services for a Communications Officer.

The Project Development Objective of the VEEP is to support Saint Vincent and the Grenadines to (i) provide short-term income support, (ii) improve the capacity of the government to prepare for and respond to emergencies, and (iii) build back better critical services in the wake of the La Soufriere volcano eruptions. The VEEP comprises of three components that seek to achieve the development objectives. A detailed description of the project components is provided in Annex 1. To execute the project, the GoSVG is establishing an implementation unit which will require the services of a Communications Officer to assist the Director of Economic Planning in all communications-related matters of the VEEP.

**SCOPE OF SERVICES**

The position of the Communications Officer is a contracted full-time staff position and work will be performed on site at the office of the Public Sector Investment Programme Management Unit (PSIPMU) of the Economic Planning Division, Ministry of Finance, Economic Planning and Information Technology located in Saint Vincent and the Grenadines.

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

**RESPONSIBILITIES**

The Communications Officer will assist the Director of Economic Planning in all communications-related matters of the VEEP. 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

- (i) Develop and implement a project level Communication Strategy that aims to (a) increase the effectiveness of the project; (b) foster relationships of trust between stakeholders; (c) provide the basis and opportunity to systematically share information amongst the stakeholders involved in the VEEP, especially project beneficiaries to enhance effectiveness, accountability and transparency; (d) 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.
- (ii) Develop a work-plan and collaborate with the PSIPMU to confirm the “key messages” specific to the project.
- (iii) 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.
- (iv) Coordinate with and oversee activities conducted by the Communications Firm to be hired by the National Emergency Management Organization (NEMO) under Component 2 of VEEP.
- (v) 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

- (i) Prepare and deliver communications packages, to promote the strategic and timely flow of information and key messages related to VEEP.
- (ii) 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

- (i) Capture before, during and after images of project implementation.
- (ii) Capture photos during media events, workshops and other events related to the VEEP project.
- (iii) Filing and processing of photos for use in media, website and social media.

4. Liaison Officer

- (i) Liaise with the media including the Agency for Public Information (API) to create awareness of the VEEP activities and achievements as per directives from the Project Coordinator.
- (ii) 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.
- (i) Ensure appropriate visibility guidelines and measures for the World Bank and the European Union are adhered to when producing print, electronic events and/or conducting events.
- (ii) 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

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

6. Citizen Engagement

- (i) Assist in the management of the Project's Grievance Redress Mechanism (GRM) and assess feedback from the Grievance and Complaints Logging System.
- (ii) 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.
- (iii) Conduct interviews with beneficiaries and project teams to capture impacts and benefits.

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.

### **I. Academic Qualifications**

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

### **II. Experience**

- 3 + years of work experience in the field of media relations, research documentation, report writing, journalism or/and communication.
- Previous disaster recovery communication experience and/or extensive experience in designing, developing and managing public communication programmes is an asset.
- Experience with communications strategies and approaches
- Demonstrated ability to work in teams and communicate effectively

### **III. 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.

## **ANNEX 1 – PROJECT DESCRIPTION**

The VEEP has three components through which the Project Development Objective will be achieved:

**Component 1:** Early recovery income support (US\$7.5 million):

*Subcomponent 1.1:* Temporary cash transfers and social support services program (US\$4.3 million);

*Subcomponent 1.2:* Labour intensive temporary employment (LITE) program (US\$3 million);

*Subcomponent 1.3:* Strengthening of institutional capacity to administer and monitor the income support programs (US\$0.2 million);

**Component 2:** Restoration and “Build Back Better” of critical services, and strengthening of emergency preparedness and response capacity (US\$31.0 million);

*Subcomponent 2.1:* Support to reconstruction planning that incorporates climate change considerations;

*Subcomponent 2.2:* The restoration and reconstruction of critical infrastructure services;

*Subcomponent 2.3:* Strengthening of emergency preparation and response.

**Component 3:** Project Management (US\$ 3.5 million)

### **Component 1 – Early Recovery Income Support**

#### **Early recovery income support (US\$7.5 million).**

The objective of this component will be to provide temporary cash transfers to selected poor and vulnerable populations affected by the volcanic eruptions of La Soufrière and other climate-related events. The activities under Component 1 are embedded within the Government’s broader social protection strategy, which focuses on shock-responsive social assistance. This component comprises three subcomponents:

1.1: Temporary cash transfers and social support services program

1.2: Labour-intensive temporary employment program (LITE)

1.3 Strengthening of institutional capacity to administer and monitor the income support programs

#### **Sub-component 1.1 – Temporary Cash Transfers and Social Support Services Program**

##### **Temporary cash transfers and social support services program (US\$4.3 million).**

The objective of this subcomponent is to support the continuation, expansion, and strengthening of the ongoing temporary cash transfers and complimentary social support services. This sub-component will finance goods (material and equipment) and consulting services (life skills facilitators) required for delivery of the family education program which will provide follow-up psycho-social support to beneficiaries.

## **Sub-component 1.2 – Labour-Intensive Temporary Employment (LITE)**

### **LITE Program (US\$3.0 million)**

The subcomponent will support, on an as-needed basis, the implementation of a LITE Program to provide income support and short-term employment to mitigate economic impacts after the occurrence of climate-related disasters (including risks associated with heavy rains mobilizing ashfall and volcanic debris. It will also support the longer-term resilient recovery of community infrastructure.

The LITE Program will build on the existing experience of the Roads, Buildings, and General Services Authority (BRAGSA) in implementing the Road Clean-Up Program, which is a cash for work seasonal program aimed at basic public infrastructure maintenance and the creation of short-term employment benefiting unemployed working-age people.

The program will be facilitated by direct payments to BRAGSA which will target unemployed individuals over 18 years of age from the target communities. Thus, the only procurement under this subcomponent is for goods (tools and safety gear for workers/beneficiaries) of the LITE Program and consultant services to improve BRAGSA's capacity to plan, prepare and supervise the execution of the subprojects for the LITE Program.

## **Sub-component 1.3 – Institutional Strengthening - MoNM**

**Subcomponent 1.3. Strengthening of institutional capacity to administer and monitor the income support programs (US\$0.5 million).** This subcomponent will aim to strengthen the capacity of the MoNM to administer and monitor the existing income support programs and will include (i) a payment mechanism to deliver cash transfers to beneficiaries and (ii) expansion of the current information system to administer and monitor the income support programs.

Contracts to be procured under this sub-component will be for goods and consulting services required for institutional strengthening to monitor and administer the program and expansion of the MoNM's information system.

## **Component 2 – Restoration and “Building Back Better” of Critical Services, and Strengthening of Emergency Preparedness and Response Capacity**

**Restoration of critical services, resilient reconstruction, and strengthening emergency preparedness and response capacity (US\$ 31.0 million - indicative)**

Component 2 will support the rapid restoration and resilient reconstruction of critical infrastructure damaged by the volcano eruption and subsequent debris flows and lahars while strengthening Government's emergency preparedness and response capacity. Investments under this component will focus on three main areas: (i) support for reconstruction planning; (ii) investments in rapid restoration and resilient reconstruction of priority infrastructure; and (iii) strengthen emergency preparedness and response systems and capacity. Candidate activities for the first 18 months across sectors are summarized below

### **Component 3 – Project Management**

#### **Component 3: Project Management (US\$3.5 million)**

This component will support the administrative management of the Project by the PSIPMU and implementing partners through, but not limited to the following individual consultants, (a) a project coordinator; (b) financial management (FM) and procurement specialists to carry out the fiduciary aspects of the Project; (c) monitoring and evaluation (M&E) specialists; (d) technical experts needed for environmental management and social protection specialists); and (e) technical focal points in the MoA, CWSA, MoNM and MoTW/BRAGSA. The PSIPMU will coordinate the provision of training and workshops<sup>1</sup> and manage the financing of necessary goods, equipment, and operating costs, including costs associated with convening and reporting to the Project Steering Committee (PSC).

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<sup>1</sup> Workshops will include technical discussions and capacity-building activities around the utilization of climate and disaster risk information and the prioritization of reconstruction and rehabilitation activities to strengthen climate and disaster resilience.