

# **HUMAN DEVELOPMENT SERVICE DELIVERY PROJECT**

## **Terms of Reference SVG-HDSD-INDV-CS-65A**

### **PUBLIC ENGAGEMENT CONSULTANT**

#### **1. INTRODUCTION**

1.1 The Government of St. Vincent and the Grenadines (GoSVG) has received funding from the World Bank (WB) for the implementation of the Human Development Service Delivery (HDSD) Project. The project is designed to strengthen the quality of service delivery in education, improve the efficiency of social protection systems, and improve the effectiveness of labour market systems.

1.2 The project will be implemented by the Ministry of Finance, Economic Planning, and Information Technology (MoFEP). The other participating ministries are the Ministry of Education, National Reconciliation, and Ecclesiastical Affairs (MOE); the Ministry of National Mobilization, Social Development, Family, Gender Affairs, Persons with Disabilities and Youth (MoNM); and the Ministry of Agriculture, Forestry, Fisheries, Rural Transformation, Industry and Labour (MoA).

1.3 The project is structured around the following four (4) components:

Component 1 - Strengthening Pedagogy for Basic and Special Needs Education

Component 2 - Building Responsive Social Protection Service Delivery Systems

Component 3 - Strengthening Labour Market Systems and Improving Skills Training of Poor and Vulnerable Populations

Component 4 - Project Implementation, Monitoring and Evaluation

1.4 The design of this Project was driven by the stated areas of need and by a range of agencies involved in the development of human capital and the improvement of the delivery of social services to vulnerable citizens of St. Vincent and the Grenadines. The Project is aligned with the specific sectors, national strategies, and policy direction of the GoSVG in the areas of education, improvements to the delivery of social protection services and ensuring effective labour market systems.

1.5 The MoFEP and the HDSD Project Team recognises the value of public and stakeholder engagement as an essential part of project planning, decision-making, and execution. Public

engagement allows all stakeholders, especially project beneficiaries, to identify concerns, risks, opportunities, options, and potential solutions, that surround the sub-activities currently implemented under the HDSD Project. More specifically, active public engagement will lead to better policy development and better programme delivery; better understanding of the experiences of beneficiaries; better relationships between the public and the Government; public awareness, understanding, buy-in and higher-level ownership; and a mechanism for realistic feedback/evaluation on existing and revamped policies and strategic actions. Clearly, undertaking public engagement during project implementation allows for a more robust achievement of project goals and more effective use of community assets.

## **2. OBJECTIVE**

### **2.1 Overall Objective**

The main objective of this consultancy is to develop, manage and implement public engagement activities and services which allow project beneficiaries to understand, contribute to and give input on project activities, outputs, and outcomes.

### **2.2 Specific Objective**

More specifically the consultant, working under the overall supervision of HDSD Project Coordinator and with the Project Team, will be responsible for the preparation of consultation plans; the development and delivery of public engagement events, surveys, workshops and interviews; and overseeing the presentation of data and reports on project activities for a range of audiences. The consultant shall:

## **3. SCOPE OF SERVICES**

3.1 Conduct research on the HDSD Project reviewing project documents and interviewing key stakeholders to identify the various publics of the project with whom there needs to be one off and/or sustained engagement.

3.2 Review and map the current community liaison and engagement processes of the HDSD Project and identifies challenges and issues to be addressed and opportunities including cross-component coordination.

3.3 Accurately identify the various stakeholders including strategic partners, influencers, community leaders, and beneficiaries to be targeted for effective implementation of the project's engagement activities.

3.4 Develop a public engagement plan for the range of ‘publics’ of the HDSO to be carried out during the preparation and implementation of project activities. The plan should involve the facilitation and execution of all key strategic public engagement and outreach activities to be conducted under each component of the HDSO Project. These activities may include but are not limited to:

3.4.1 public meetings and forums to provide opportunities for networking, to relay information, explain processes and gather feedback from large community groups.

3.4.2 surveys and interviews to gather data, assess needs, gain feedback, and/or collect community opinions.

3.4.3 specified focus groups with targeted parents, students, training providers and other key stakeholders and beneficiaries on complex issues and situations which cannot be gathered from standard surveys or large public meetings.

3.4.4 Site visits/tours to intervention areas to give stakeholders a chance to see the project ‘in action’.

3.4.5 Training workshops for key stakeholders and beneficiaries to share knowledge, lessons learnt and various best practices, and make available relevant instruments and tools developed by the various national and international partners involved in the implementation of the components of the HDSO Project.

3.4.6 web-based activities, such as online discussions, forums, blogging, social media monitoring and commenting as needed.

3.5 Execute a robust media relations programme, highlighting the outputs and benefits of project activities as they impact citizens and how they will serve as a catalyst for national development.

3.6 Develop appropriate tools, messages, materials, and printed and social media campaigns for specific target audiences as needed.

3.7 Oversee, and evaluate external consultants and suppliers involved in or the production of communication materials and the delivery of communication services that reach target groups in the public and private sectors, community, and informal sectors.

3.8 Create a calendar for the publicising of key project milestones, events, news happenings, and announcements that may continue to inform and engage the target audience.

3.9 Develop strategic outcomes and performance measures for the public engagement strategy which should gauge:

3.9.1 how engagement with key stakeholders has contributed to or changed one or more of the following: policies, project design and implementation, project monitoring and evaluation

3.9.2 how the engagement and input from the community has led to outcomes such as improved outcomes at the individual or community level; improved quality of services provided by various public and private agencies; improved communication; more efficient services and use of project resources; more targeted service delivery to a particular population; more accessible services; more equitable distribution of benefits; improved timeliness of services and support to residents; and how the engagement mechanism/activity engaged with the right people to match the objectives and purpose.

3.10 Measure, evaluate, and report on levels of public engagement for more informed decision-making processes.

3.11 Adjust, and improve the communication and engagement strategies as needed.

3.12 Prepare comprehensive summaries of all engagement activities undertaken and share findings and lessons learned from debriefing and performance assessments as needed.

3.13 Maintain a centralised database/resource on community stakeholder groups for internal use that can be used to track and report on communication trails, including for grievances.

3.14 In close consultation with the Project Coordinator, organise and promote project close-out event(s) aimed at presenting project objectives, results, lessons learned, and recommendations for sustainability.

3.15 Identify opportunities for ongoing and sustained communication with key stakeholders and beneficiaries during project implementation and beyond the life of the project.

3.16 Perform any other duties that may be assigned to ensure the success of the HDSD Project and its activities.

#### **4. DELIVERABLES**

4.1 A clear-cut public engagement strategy and work plan outlining the various activities and timelines for completing the consultancy. This should include a high-level budget

4.2 Submission of reports for major public engagement events on completion of each, indicating impact and effectiveness.

4.3 Submission of monthly reports on ongoing work towards public engagement activities, lessons learned across the various events and recommendations for improved engagement.

4.4 Submission of a final report on the consultancy which should show the methodology used to engage communities, successes, challenges, results (planned and unplanned), lessons learnt, and recommendations for further public engagement on project impact.

#### **5. CHARACTERISTICS OF THE CONSULTANT**

<b>Type of Consultancy:</b>	Individual
<b>Procurement Method:</b>	Individual Consultant Selection
<b>Length and Duration:</b>	the consultancy will last a period of fifteen (15) months, commencing April 2021.
<b>Place of work:</b>	St. Vincent and the Grenadines

<p><b>Qualifications and experience:</b></p>	<p>The Consultant shall at a minimum, possess the following qualifications and experience:</p> <ul style="list-style-type: none"> <li>• An undergraduate degree in public relations, mass communication, marketing, or any other relevant qualification.</li> <li>• At least three (3) years’ experience in successfully planning, implementing, and evaluating public engagement activities.</li> <li>• Demonstrable experience of high-quality communication to specialist and non-specialist audiences.</li> <li>• Demonstrated experience conducting market research to assess reception of an organisation’s product or service.</li> <li>• Experience in managing/disseminating information related to public sector projects.</li> <li>• Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram, and Twitter, as well as experience with new media executions.</li> <li>• Working knowledge and understanding of local and global digital landscape and trends.</li> <li>• Ability to build consensus, generate common understanding, and create a shared vision with diverse stakeholders and interests.</li> </ul>
<p><b>Assets:</b></p>	<ul style="list-style-type: none"> <li>• Demonstrated Computer literacy – excel, word, power point and experience in working with PC-based equipment.</li> <li>• Excellent written and spoken communication skills, Fluency in English (verbal and written) is required.</li> <li>• Ability to produce a variety of reports in a clear and concise manner.</li> <li>• Proficiency with public speaking.</li> <li>• Excellent organizational skills.</li> </ul>

## 6. REPORTING RELATIONSHIPS

6.1 The Public Engagement Consultant will be supervised and report to the HDSD Project Coordinator, Economic Planning Division.

## 7. COMPENSATION

7.1 The consultant shall be paid fixed fees commensurate with the services required. In addition, the Public Engagement Consultant shall be eligible for approved reimbursable travel and communication expenses incurred whilst conducting activities as outlined within this Terms of Reference.

7.2 Payments are made on receipt and acceptance of on-time progress reports to the Project Coordinator, HDSD Project.

7.3 Payments shall be broken down as follows:

<b>Deliverable</b>	<b>Timeline for submission of Deliverable</b>	<b>Payment Schedule</b>
Submission and Approval of Deliverable 4.1	To be submitted at the end of Month 1	10% of contract amount
Submission and Approval of Deliverable 4.2 and 4.3	To be submitted at the end of Months 2 to 14	80% (the consultant shall be paid a fixed percentage of the contract amount upon submission and approval of each Report submitted and approved).
Submission and Approval of Deliverable 4.4	To be submitted by the end of Month 15	10% of contract amount

## 8. CONFIDENTIALITY

8.1 The consultant shall maintain full confidentiality of all documentation and discretion in the dissemination of results. The consultant may not utilise, without prior approval, the information for presentations or studies related to this consultancy.