

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Ministry of Economic Development and Trade
Male',
Republic of Maldives

Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project

Term of Reference and Scope of Services for

Communication Manager (Local)

1. Background

The Republic of Maldives through the support of the Islamic Development Bank (IsDB) and the Lives and Livelihood Fund that it hosts are implementing the *Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project* to upscale up to 200 fishing vessels in the Maldives.

The objective of the project is to contribute to achieving the Policy 5: Increase profitability from fishery activities ('Hama Agu' Policy) of the country's Strategic Action Plan (SAP) for 2019-2023, in particular the Strategy 5.2: Promote and facilitate access to technologies and techniques to increase profitability, improve catch quality, and reduce postharvest losses.

Through this project, interested and eligible fishing vessels will receive the required support to extend the duration of time fish can be stored through the installation of refrigerated sea water systems (RSW), to adapt renewable energy solutions through the installation of solar PV plants and to find new and more lucrative market opportunities through the enhancement of market linkages.

In order to implement the activities of the project and achieve its object, a Project Management Unit is established at the Ministry of Economic Development and Trade. As part of the PMU strengthening process, the Ministry of Economic Development and Trade wishes to contract services of a Communications Manager.

2. Scope of Services

The Communications Manager, assumes primary responsibility for planning, developing and implementing communication strategies to promote activities implemented under the project as below:

- Develop and implement a communication plan for the project, including communication strategies and methods for different stakeholders, including IsDB, LLF and its donors. To this end, the use of the LLF communications playbook and the toolkit is essential. Manage internal



-2-

and external communications to ensure that all stakeholders (including the LLF and its donors) have accurate and timely information about the project's progress.

- Ensure effective and timely communication among project team members, stakeholders, and relevant external parties
- Regular creation of communication materials and launch via different media (social media, newspaper articles, blogs, etc.)
- Facilitate the exchange of information and provide support for decision-making processes
- Maintain and update project websites and social media accounts. Bring forth regularly success stories and learnings from the project.
- Provide training and support to project team members on communication best practices
- Monitor and evaluate the effectiveness of communication activities and adjust strategies as needed. Develop a baseline that would help gauge the progress and impacts of the communication efforts.
- Maintain project communication archives and ensure that all communications are properly documented.
- Integrating Communication activities in the routine reports to the IsDB
- Ensuring compliance with LLF's visibility, Branding and Marking Guidelines on all project assets and communications products.

3. Reporting Obligations

The Communications Manager shall report to the Project Director on the status of the assignment on a regular basis or as required.

4. Required Expertise and Qualifications

- Undergraduate degree in Communications, Creative Arts, Journalism, Public Relations, Marketing or equivalent field, with at least 7 years of relevant work experience
- Master's degree in communications, Journalism, Public Relations, Marketing or an equivalent field is an added advantage.
- Strong skill set to develop marketing materials, graphics, videos, and animation is preferred.
- Demonstrated communications skills in a wide variety of areas including digital, media, branding, and marketing skills.
- Strong verbal and written communication skills in English and Dhivehi for different audiences at different levels, and ability to explain complex issues in an appealing and concise way.
- Flexibility, ability to multi-task, prioritize and work under pressure.
- Interpersonal skills and ability to work as part of a multi-disciplinary team.
- High computer literacy

5. Contract Duration

This is a 1-year contract. The contract shall be renewed based on performance, need, and funding. This contract is expected to commence in **January 2024**.



6. Remuneration

The Communications Manager will be paid a gross pay of MVR 23,200 – 26,700 per month.

7. Expression of Interest Application Submission

Interested Consultants may obtain further information at the address below during office hours 08:00 to 16:00 hours (local time). Your applications are to be sent to the address.

Project Director
Ministry of Economic Development and Trade
Telephone: +960 332-3668
Fax: +960 332-3668
Email: recruitment@trade.gov.mv
Website: www.trade.gov.mv

Applications must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **1600 hrs on 25th December 2023.**