

## TERMS OF REFERENCE

<b>Project title</b>	Mongolia Employment Support Project, IDA credit-P159215
<b>Location</b>	Ulaanbaatar, Mongolia
<b>Title of the assignment</b>	Communication and outreach service
<b>Post title</b>	National consultant for supporting MESP in implementing the project's communication plan
<b>Type of contract</b>	Individual Consultant (IC)
<b>Languages required:</b>	Mongolian
<b>Duration of Initial Contract</b>	1 June 2021-15 Sep 2021

### BACKGROUND

The project 'Mongolia Employment Support Project' (MESP) aims to support client-centric public employment services for jobseekers, support opportunities for starting and growing a sustainable microenterprise through the provision of comprehensive financial and nonfinancial support, facilitate labor market monitoring and analysis, and provide temporary relief to eligible workers in response to COVID-19.

The MESP is financed by the World Bank, and implemented by Ministry of Labor and Social Protection (MLSP) from 2017 to September 2021.

The Project has the following four components to achieve its objectives:

Component 1. Supporting client-centric public employment services

Component 2. Strengthening select active labor market programs

Component 3. Facilitating labor market monitoring and analysis, and project management

Component 4. Providing temporary relief to eligible workers in response to COVID-19.

Specifically, under Component 3, the MESP has planned to implement the outreach and communication activities and improve awareness of general public, project beneficiaries and stakeholders on changes being made under the project. MESP Outreach and Communication Plan for 2019-2021 focuses on developing a number of generic communication materials and organizing a series of outreach campaigns that are closely linked with key outcomes under the project's components.

With this background, MESP requires additional support to implement the 'MESP Outreach and Outcome Communication Plan for 2019-2021' for the rest of the project. This ToR provides scope of work and deliverables for a National consultant to provide technical input to MLSP.

### DUTIES AND RESPONSIBILITIES

#### Scope of Work

The consultant will undertake the following tasks:

1. Provide support to implementing MESP outreach and communication strategies and plans.
  - Support the MESP in developing high quality content and information for outreach materials and prepare communication materials to raise public awareness and understanding project results and outcomes;
  - Prepare newspaper and website articles, assist MESP contractors in preparing short videos that describes the activities and outcomes of the project;

- Provide support in preparing TV programs, short TV films, and radio broadcasting materials on project activities and disseminate and share good practices of beneficiaries of LMPPP;
- 2. Provide support to MESP in developing GRM and Environmental and social safeguards' communication materials.

For these assignments, the consultant is expected to work during the months of June-Sep, 2021.

**Deliverables:**

The consultant will produce the following outputs:

1. Content for brochures and/or pamphlets for a GRM-specific information materials to be used by all LWSOs for local level and other stakeholders and beneficiaries by 30 June, 2021.
2. Outreach campaign materials to micro-entrepreneurs to improve their Environmental, health and social performance by June 30, 2021.
3. 15 Interviews with beneficiaries of MESP at 3 aimags<sup>1</sup> and 5 districts, PES staff and job seekers to be posted on the project website and page by August 10, 2021.
4. 3 TV programs, 5 short TV films, and 1 radio broadcasting material for activities reflected in the project outreach and communication plan.
5. 4 Newspaper and 10 website articles, 5 short video reports that describes the project activities and outcomes and LMBs to be disseminated through the websites and TV channels every month. (June-Sep)
6. Drafted and finalized, based on PIU's review and inputs, a series of Newsletters for the project outcomes in the Mongolian language by the end of August, 2021 and disseminate via project website, page and mass media.

**Contract duration**

The consultant will work during **01 June, 2021 – 15 September, 2021**. Contract can be extended for an additional period subject to satisfactory performance.

**Monitoring and progress control, including reporting requirements**

The consultant will work under the guidance of the Project Director and supervision of the MESP PIU Coordinator. The performance of the consultant will be evaluated based on the following indicators:

1. Completion of tasks specified in ToR;
2. Compliance with the established deadlines for submission of deliverables;
3. Quality of work.

**Reporting**

The consultant will report to the MLSP/PIU and work closely with the consultant for graphic design service of MESP. Consultant can utilize the MESP/PIU office and equipment.

<sup>1</sup> DSA costs are not included and it will be covered by the MESP.

## REQUIRED SKILLS AND EXPERIENCE

### **Educational Qualifications:**

- University degree in Journalism, Marketing, Communications, Business Administration or similar areas;

### **Experience**

- Working experience of at least 5 years in a communications environment preferably for donor funded projects and public organizations;
- Experience of working with traditional media and with social media;

### **Competencies**

- Advanced editing and proofreading skills for preparing/proofreading documents, web copy and media articles;
- Familiarity with social media platforms and their respective audiences;
- Working knowledge of Adobe Creative Suite (Illustrator and InDesign) desirable;
- Familiarity with labor market issues of Mongolia will be an advantage;

### **Language requirements**

- Excellent written skills in the Mongolian language.