

# FEDERAL GOVERNMENT OF SOMALIA



## MINISTRY OF HEALTH AND HUMAN SERVICES IMPROVEMENT OF HEALTH SERVICES (DAMAL CAAFIMAAD) PROJECT

### REQUEST FOR EXPRESSION OF INTEREST (REOI)

#### Individual Selection of Consultant

**Country:** Federal Government of Somalia

**Name of the Project:** Improvement of Health Services (Damal Caafimaad) Project

**Consulting Service:** [PCIU Communications Specialist](#)

**Individual/Firm:** Individual

**Duty Station:** Mogadishu

**Deadline:** 10<sup>th</sup> August 2021

**Ref No.** SO-MOH-FGS-004-CS-INDV

#### 1. BACKGROUND OF THE PROJECT

The Government of the Federal Republic of Somalia, through the Federal Ministry of Health, is implementing the Improving Healthcare Services in Somalia under the "Damal Caafimaad" Project, with financing from the International Development Association (IDA) of the World Bank Group. The four-year project will contribute to Essential Package of Health Services (EPHS 2020) implementation aimed at improving the coverage of essential health and nutrition services in project areas and strengthen the stewardship of the Ministries of Health in Somalia. The Damal Caafimaad Project, funded by the World Bank, has three key components: (i) Expanding the coverage of a prioritized EPHS in selected geographic areas; (ii) Strengthening Government's stewardship to enhance service delivery; and (iii) Project Management, M&E, Knowledge Management, and Learning. The Project will focus on expanding an essential package of high-impact health and nutrition services across the population in project target regions within available resources and service delivery capacity, and also aims to develop the Federal and State Ministries' of Health capacity to act as stewards of the health sector.

The Communications Specialist position will be a full-time contracted staff position, assigned to the project through the Project Coordination and Implementation Unit (PCIU) of the Federal Ministry of Health of Somalia. The Communications Specialist will be responsible for developing a comprehensive project communication strategy and plan, and providing Project information to all key stakeholder groups and project beneficiaries. The Communications Specialist will collaborate with the Project Managers in the respective FMS Project Management Teams (PMT) to develop communication and dissemination strategies, as well as ensure close liaison with the relevant internal and external stakeholders.

The Ministry of Health and Human Services is seeking to use a portion of the Damal Caafimaad to finance the recruitment of a Communications Specialist.

#### 2. SCOPE OF WORK AND RESPONSIBILITIES

Reporting to the Senior Programme Coordinator at the FMOH PCIU, the Communications Specialist is responsible for developing a comprehensive project communication strategy

and plan, providing regular and timely analysis and distribution of Project information to all key stakeholder groups and project beneficiaries, and on an as needed basis, producing communication materials.

*The Communications Specialist is expected to perform the following tasks among others:*

- Develop an outreach strategy within project target regions to raise awareness on the existence of the Grievance Readdress Mechanism, and avenues for health services project beneficiaries to report feedback
- Design and implement a communication strategy to inform health sector personnel (internal stakeholders), users of the Health Care facilities, and the wider public (external stakeholders) of the project activities to be implemented under the Project.
- Manage press and other media enquiries; Edit and produce public relations materials meant for public consumption; Coordinate any other assignments related to knowledge management, marketing, communications, branding and outreach.
- Coordinate and manage the preparation, publication and dissemination of project information and milestones in coordination and collaboration with Federal and State Ministries of Health, stakeholders, development partners and other government agencies.
- Be responsible for day to day management and coordination activities related to the management of the visibility of the project.
- Organise and participate in communications activities and events including staff education activities, press conferences/ visits, and relevant trainings and workshops; Facilitate trainings and workshops as necessary
- Accompany field visits to target regions implementing project activities to provide inputs and guidance to ensure visibility and update stakeholders on progress of the intervention.

S/he will undertake all the other specific tasks detailed in the Terms of Reference (TOR) that can be found at the following [www.mof.gov.so](http://www.mof.gov.so) or can be provided upon submission of application (in person or by E-mail to the address in paragraph 7.1 below).

### **3. SELECTION CRITERIA**

The selection shall be based on qualification, experience and skills of the candidate and followed by an interview. The qualifications, experience and competencies:

The Communications Specialist will possess the following qualifications:

- Degree (Masters or Bachelors) in Communications, Public Relations, Journalism or equivalent
- At least 5 years work experience in the field of public information, media and communication
- Demonstrated experience in effective oral and written communication including the development of communication products
- Sound policy understanding of the Somalia Health Sector/ social issues, and policies and programmes is an asset
- Knowledge and experience of ICT-based Office applications and tools (word processing, spreadsheets, and data processing, PowerPoint)
- Have good understanding of project planning, coordination and implementation and good analytical capacity
- Excellent command of communication in English and Somali
- Excellent interpersonal and communication skills and positive attitude
- Ability to take initiative and work both independently with limited supervision and within a team; ability to work within stringent timelines and be deadline driven

#### **4. REPORTING**

The Communications Specialist will be based in the Project Coordination and Implementation Unit (PCIU) to be established within the Federal Ministry of Health, with frequent site visits to health facilities to support project understanding and implementation. The duty station is Ministry of Health in Mogadishu, Somalia.

#### **5. DURATION OF ASSIGNMENT:**

The Communications Specialist will be engaged on a part-time basis and is expected to commence the assignment on 14<sup>th</sup> October 2021 for an initial period of 12 months, with a probation period of 6 months. The contract shall be renewed annually subject to satisfactory performance.

#### **6. DUTY STATION**

The Communications Specialists will be based in the Project Coordination and Implementation Unit (PCIU) to be established within the Federal Ministry of Health, with site visits to health facilities to support project understanding and implementation on an as-needed basis. The duty station is Ministry of Health in Mogadishu, Somalia.

#### **7. SUBMISSION REQUIREMENTS**

The attention of interested Consultants is drawn to section III, para 3.14,3.16 & 3.17 of the World Bank's *Procurement Regulations for IPF Borrowers: Procurement in Investment Projects Financing Goods, Works, Non -Consulting and Consulting Services, July 2016, revised November 2017 August 2018 and November 2020* ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

#### **A Consultant will be selected in accordance with the Individual Consultant method set out in the World Bank Procurement Regulations.**

Interested applicants may obtain further information including a detailed Terms of Reference from the Ministry in person or by e-mail to the address given below during office hours from 9.00 a.m.– 4.00 p.m. Saturday to Thursday.

Deadline: Expressions of interest and CV must be delivered to the address below by hand, mail, courier or email on or before **10<sup>th</sup> August 2021** at **16:00 E.A.T** hours.

##### **7.1: Address:**

The General Director; Ministry of Health and Human Services  
Federal Government of Somalia  
Corso Somalia Street, P.O. Box 22, Shangani, Mogadishu, Somalia  
Email Address: [procurement.damalcaafimaad@gmail.com](mailto:procurement.damalcaafimaad@gmail.com)  
with copies to: [dq@moh.gov.so](mailto:dq@moh.gov.so); [planning@moh.gov.so](mailto:planning@moh.gov.so)

Submit your application with the following as your subject: **PCIU Communications Specialist -SO-MOH-FGS-004-CS-INDV**