

Terms of Reference and Scope of Services
Second Somalia Public Financial Management Reform Project (P151492), and the
Second Somalia Recurrent Costs and Reform Financing Project (P154875)
Project Communications and Reporting Specialist

Background

1. The Federal Republic of Somalia Minister of Finance and Planning presented the PFM self-assessment report and proposed PFM strengthening initiative (2013-2016) to Development Partners on April 4 2013 - <http://mofep.gov.so/wp-content/uploads/2013/04/Somalia-PFM-self-assessment-report-strategy.pdf>. The self-assessment report revealed the following key weakness: inadequate controls for revenue management; absence of long term planning and policy analysis to underpin annual budget formulation; budget execution and procurement processes lack adequate transparency and efficiency; inadequate banking supervision mechanisms by the Central Bank; lack of comprehensive reporting on the use of state resources; weak Parliamentary oversight over PFM functions; absence of a truly independent Auditor General; the existing PFM legal framework is inadequate and requires modernization; and Human resource and logistics challenges.

2. The overall PFM reform objective of the Government is “to improve the efficiency and effectiveness of public *financial management processes, and systems in order to provide timely, transparent and accurate financial information across the public sector to underpin policy formulation and inform Government decision making in support of service delivery*”. In addition to achieving the expected budgetary outcomes of (i) aggregate fiscal discipline; (ii) strategic allocation and use of public resources; and (iii) efficiency of service delivery and probity; the reforms specifically aim to: improve transparency and openness of the national budget process; enhance fiscal discipline through internal and external controls; focus public expenditure on priority areas of Government programs; enhance efficiency and effectiveness of public expenditures; and strengthen overall financial management and accountability.

3. As part of the Multi-Partner Fund (MPF), the Recurrent Cost and Reform Financing (RCRF) project has been prepared to finance and support an operational payroll and payment system for the non-security sector. This will enable the Somali government to achieve reliable and transparent financing of critical civil service operations to help strengthen the legitimacy of the state. This ultimately will also enhance government's credibility with the local population. The MPF is the World Bank administered window of the broader Somali Development and Reconstruction Facility (SDRF), working alongside the UN Multi-Partner Trust Fund. The SDRF thus brings together the UN and World Bank in a close collaboration with common governance, reporting and risk management. Designed to consolidate donor funding under government leadership and accountability, the SDRF makes the most of the comparative advantages between the two multilateral institutions, ensuring rapid response as well as longer-term development and institution-building needs are met.

I. Scope of Work

The Communications and Reporting Specialist (CRS) will be responsible for raising awareness of the RCRF and PFM projects and the overall Use of Country Systems (UCS) related reform program activities. The CRS will work closely with the communications team in the President and Prime Minister's office to ensure communications of the program is consistent with overall government communications. The CRS will also oversee the management and production of the MoF website and other communications media related to the RCRF and PFM reform projects. The CRS will receive support and capacity development from the World Bank Communications Consultant to help harmonize and effectively communicate project results and successes to wider audiences. The CRS will also work closely with the RCRF and PFM monitoring and evaluation (M&E) officers to ensure project results are reported upon and publicized.

Responsibilities of the CRS include:

- Raising awareness of the RCRF and PFM activities to Somali citizens and national stakeholders; and international actors/partners. This will also involve liaising with the communication teams inside the offices of the President and Prime Minister to ensure the communications of the program is consistent with overall government communications;

- Raising the public profile of the RCRF and PFM reform projects, using proactive media outreach, and a range of public relations activities;
- Working with relevant counterparts in the Ministry of Finance to build lasting capacity for communications and reporting within the ministry.
- Participate in the design, maintenance and dissemination of a Complaints Handling System in cooperation with the MoF officials and project Coordinator;
- Coordinating and managing all RCRF and PFM reform related reports and communications;
- Ensure, in collaboration with the RCRF and PFM monitoring and evaluation (M&E) officers, that project results are reported upon and publicized.
- Contributing to communications strategy development, public outreach campaigns media engagement in cooperation with the Ministry of Finance (MoF);
- Coordinating and supervising press conferences, media briefings and interview in cooperation with the MoF;
- Drafting statements and other materials to ensure that government's RCRF objectives and values are conveyed to the public consistently and coherently;
- Writing and editing press releases and briefing papers;
- Support and manage MoF social media accounts;
- Managing the MoF website. This role includes contributing to the content of the MoF website by providing text, photographs, and other appropriate audio-visual material;
- Ensure the timely publication of RCRF and PFM reform related information and periodic reports on the MoF and other official websites;
- Maintain a log of all communications and reports related to the subject assignment;
- Write quarterly success stories and/or feature articles that clearly illustrate programmatic impact,
- Ensure RCRF and PFM reform related reports are regularly promoted and timely published and disseminated to donors and the public at large.

- Conduct interviews with partners and beneficiaries, direct and produce multimedia content and take quality photographs;
- Media monitoring;
- Produce and update a variety of communication products, including posters, slideshows and brochures for the RCRF and PFM reform projects;
- Reports and other documents shall be submitted in English and in Somali when required.

II. Period of Performance and duty station:

The CRS contract will be for an initial period of 12 months, with a possible extension subject to satisfactory performance.

The MPF supported RCRF and PFM reform projects are housed within the Ministry of Finance of the FGS as well as the MoF of the Federal Member States across Somalia. Therefore, occasional site visits to the Regional States will be undertaken by the CRS, as might be needed from time to time, to adequately interact with Project Management teams and State officials to both disseminate and collect information regarding RCRF/PFM project activities.

III. Qualifications

- Relevant university degree or higher education in communications, Business or public management, international development, public relations and/or related fields;
- Must have at least 7 years of relevant working experience; 5 years of which should be at a senior communications management position in public or private sector media houses/organizations;
- Minimum of 5 years of relevant working experience in developing government related communications and implementing strategic public communications outreach;
- Experience of leading similar assignment(s) in Somalia and/or federal states; and knowledge of public and private Media Houses in Somalia;

- Experience using graphic design software, such as Adobe Creative suite would be preferable;
- Strong inter-personal skills and ability to work within and build a team environment, excellent communication and negotiation skills, ability to work effectively and harmoniously within a diverse work environment;
- Ability to adapt and cope with changes and work related pressure;
- Excellent computer skills;
- Written and spoken fluency in English required, written and spoken fluency in Somali a strong added advantage.

IV. CRS Reporting Obligations:

The CRS will be reporting to the head of PFM Reform Coordination Unit but will closely work with the Project Manager and is required to submit the following periodic reports:

- (i) A written monthly communications activities report to the Project Coordinator with copy to the DG of the Ministry of Finance and the relevant WB TTLs. The monthly report should cover communication interventions and activities conducted in the reporting period. Copy of the report is to be made to the EAFS Unit for fiduciary and payment purposes.
- (ii) Detailed quarterly and annual written communications report to the project coordinator with copy to the DG in the Ministry of Finance and the respective WB TTL, on the interventions or activities conducted in that period and work plan for the next phase.
- (iii) End of Assignment Report [EAR]
- (iv) Any other reports as may be required from time to time by the Project Coordinator and Director General of the Ministry of Finance
- (v) The CRS will provide an electronic and hard copy of the required reports in English.

DUTY STATION:

Mogadishu.

With frequent travel to the capitals of Regional States.

Interested candidates must send their CV and cover letter to the email addresses below by *November 4th, 2017, 11:00 pm, Mogadishu time* and clearly marked: **Project Communications and Reporting Specialist**.

Ministry of Finance

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