

Terms of Reference

Position	:	National Communication & Strategy Advisor at NCDD
Project Title	:	Land Allocation for Social and Economy Development II (LASED II)
Budget Line	:	Credit no. 5807-KH
Duty Station	:	National Committee for Sub-National Democratic Development Secretariat (NCDD), Ministry of Interior (MOI), Phnom Penh
Duration	:	4 year contract (with annual performance review)
Basis	:	Individual Consultancy Contract

1. BACKGROUND

Land Allocation for Social and Economic Development Phase II (LASED II) is to help improve target beneficiaries' access to agriculture resources and selected infrastructure and social services in project communities. It will help 5,141 families in the project communities in rural areas who previously were the poor with landless or land-poor families. The project would cover a total of 14 SLC sites in the five provinces of Kratie, Tbong Khmum (formerly part of Kampong Cham), Kampong Thom, Kampong Chhnang and Kampong Speu. These sites include the eight (8) sites under the LASED Project, five (5) sites in projects funded under the Bank-administered Japan Social Development Fund (JSDF) and one (1) new site in Kampong Thom Province. The total area to be covered is approximately 17,000 hectares, benefitting some 5,141 families. The project would make specific provisions to support vulnerable households and would give particular attention to livelihood activities and particularly those that benefit women. The activities financed under the project would continue to utilize the inclusive consultation process established under the LASED Project to identify and meet the needs of targeted households. In addition, the population living outside the SLC sites would benefit as they would have access to the project's public infrastructure (rural and agriculture roads, access tracks, schools and health posts), education and health services, and improved agricultural technology.

2. Project Components

Project activities will support the achievement of the PDO by: (a) strengthening community groups to better identify and prioritize technology and infrastructure investments; (b) financing priority productive and social community infrastructure; and (c) scaling up agricultural and livelihood support activities.

Component 1: Infrastructure and Livelihood Systems

Sub-component 1.1: Social Land Concession Investment Planning and Prioritization. This would support the planning and prioritization of investments in participating SLC sites in the project provinces, including: (a) participatory preparation (for the new site) and updating (at existing sites) of SLC plans, including land surveying, detailed land use planning, processing of requests for land allocation, sensitization and communication on SLC processes and implementation of participatory review processes by communal authorities, land allocation and demarcation of and within the participating SLC sites, and facilitation of the land titling process in the participating SLC sites; and (b) identification, prioritization and planning of appropriate SLC sub-project technology and infrastructure investments, including the

carrying out of a baseline survey, agroecosystem analysis, water management planning, assessment of environmental and social safeguards implications, and establishment of SLC-related management information system as input to the SLC planning and prioritization. For the new site in Dong commune, Kampong Thom province, activities will follow established procedures as in the first LASED project. The other existing SLC communities under the LASED project will benefit from second generation planning, land preparation, and related support activities under LASED II.

Sub-component 1.2: Land Preparation and Infrastructure Development. This would support the provision of technical assistance and community grants to beneficiaries for preparation and implementation of prioritized infrastructure sub-projects in the participating SLC sites, including: (a) provision of settling-in assistance to new land recipients; (b) provision of initial land preparation assistance including a first cover crop; and (c) provision of productive and social community infrastructure such as rural roads, small-scale irrigation systems, rural water supply and sanitation, education facilities, health posts and community centers, among others.

Sub-component 1.3: Agriculture and Livelihood Development: This would support the provision of technical assistance and community grants to beneficiaries for the purposes of consolidation and improvement of agricultural production systems and improvements in the livelihoods, food security and nutrition status of land recipients, including: (a) conduct of community organizing and development activities; (b) provision of agricultural service and extension support following a pluralistic service provider approach; (c) establishment of farmer-managed demonstration plots and model farms; (d) establishment and/or strengthening of farmers organizations, agriculture cooperatives, production and marketing groups and other community interest groups; and (e) establishment of a community development fund and provision of community grants to strengthen successful local initiatives in the participating SLC sites.

Component 2: Project Management. This component would support the provision of technical and operational assistance for the overall project administration and coordination, including: (a) social and environmental safeguards management; (b) procurement planning and contracts management; (c) financial management, disbursement and audit; and (d) monitoring, evaluation and communication.

3. OBJECTIVES

In response to the need to implement and strengthen communications aspects of the LASED II, the project is seeking the services of a National Communications & Strategy Advisor in Phnom Penh, Cambodia to provide technical assistance and implementation support for this Project.

The Consultant will be a member of the LASED II project team and will work with three implementing agencies within the project with duty station officially in NCDDDS.

The three implementing agencies are:

- (1) The Ministry of Land Management, Urban Planning and Construction (MLMUPC) (General Department of Housing)
- (2) National Committee for Sub-National Democratic Development Secretariat- (NCDDS) located in Ministry of Interior (MoI)
- (3) Ministry of Agriculture, Forestry and Fisheries (MAFF) (General Directorate of Agriculture - GDA)

4. SCOPE OF WORK AND DELIVERABLES

The scope of work for this consultancy includes, but may not be limited to, the following:

- Work with each project implementing agency to regularly update, as needed, its communication plan. Make recommendations for appropriate communication actions and ensure their appropriate implementation.
- Identify, develop, and prepare necessary communication materials (media briefing, leaflet, poster, project fact-sheet, information package, and public announcement, video production, social media posting, radio talk show).
- Work closely with project director, project coordinators, consultants and provincial based communication officers including building their communication capacity.
- Assist in preparing media briefing as required by project management.
- Development of knowledge management and sharing mechanism with all stakeholders/networks. This will include developing, operating, and maintaining a database and at the respective (communication) server running the project MIS.
- Maintain and regularly update the project's social media presence. Assist in maintaining communication with stakeholders through the website.
- Identify and advice on (new) Knowledge Management and Information Sharing tools and their appropriate application at all project levels. This will include new technologies, in particular as applicable to the LASED II activities by different IAs and in different (technical) areas.
- Prepare and organize workshop, meeting and awareness raising events for LASEDII project at national and sub-national level included 14 project sites and expanding that awareness to other sites if necessary.
- Track information related to project activities and report project progress on regular basis (every three months), and on ad hoc basis; and to ensure that public information parts are disseminated to stakeholders through appropriate channels.
- Work closely with the project team preparing the annual work plan and budgeting (AWPB);

5. CONTRACT PERIOD

LASED II National Communication and Strategy Adviser is expected to work with the project for a 4-year period (with a 3 months probation period and subject to satisfactory annual performance review).

6. REPORTING AND COMMUNICATION

The **LASED II National Communication and Strategy Adviser** will report to the LASEDII Project Coordinators; prepare and submit monthly progress reports on the tasks performed by him/her, and quarterly reports on the status and progress of communication under the Project. He/she work closely with LASED II-GDH and LASED II-GDA and Provincial Team.

7. REQUIRED EXPERTISE AND QUALIFICATIONS

The successful candidate will have the following qualifications and experience:

- At least 7 years of solid expertise in and ability to apply communication tools and techniques, including the ability to analyze and use research data.
- Ability to work with and communicate effectively with diverse stakeholders including government, civil society and media.
- Experience in marketing, public relations, and/or knowledge management.
- At least a university degree in communication, journalism, social sciences, public affairs, political science, or related field.
- Solid understanding of social and economic land development background of Cambodia.
- Fluency in spoken and written Khmer and English is essential.
- Regional and international experience in similar work would be an added advantage.