

**National Committee for Sub-National Democratic Development Secretariat (NCDDS)
Integration of Social Accountability into National and Sub-National Systems Project**

Terms of Reference

Position: Information and Communication Consultant (ICC)

Duty Station: NCDD Secretariat, Phnom Penh

Duration: 15 months (subject to satisfactory annual performance review with 3 months of probation).

Basis: Individual National Consulting Service (Long Term-Contract)

1. BACKGROUND

❖ *National Program on Sub-national Democratic Development*

The Royal Government of Cambodia has committed to improve Sub-national Democratic Development (SNDD). The National Committee for Sub-National Democratic Development (NCDD) was established by Royal Decree to undertake the Organic Law and Decentralization and Deconcentration reform through Democratic Development. To implement these legal documents, NCDD developed the first 10-year National Program (National Program phase I) which is divided in 3 phases, or platforms. The first 4-Year Implementation Plan (IP3) of the NP, which ran from 2011-14, focused on developing Sub-National Administration (SNA) operational systems and procedures. The second phase (the IP3-II), which covers the period 2015-2017, aims to apply the new structures, systems and procedures developed during the first and second phase to improve SNA service delivery and governance. The third (the IP3-III), which covers the period 2018-2020 focuses on key priorities wish to achieve in the final phase of the NP and includes the continuing to strengthen the transfer of functions and to increase financial resource to SNAs. The National Program phase II (2021-2030) is approved and launched to continue strengthening the Decentralization and Deconcentration reform.

❖ *Social Accountability*

Social accountability is an essential component for improving SNA service delivery and governance. Therefore, the Social Accountability Strategic Plan was approved by NCDD on July 11, 2013 and Frameworks for Implementation of the Social Accountability Strategic Plan have been developed and approved twice which are ISAF-I (2016-2018) and ISAF-II (2019-2023). The Strategic Plan and its frameworks have been implemented through the cooperation between the NCDDS, development partners and civil society organizations in order to enhance the constructive engagement between citizens and government as an integral element of governance arrangements – through which public decision-making and action takes place. It includes all those activities in which citizens and their representatives can advocate for their interests (voice) and thereby check the performance of officials and service providers (accountability) as they make, implement and enforce public decisions (collective choices) relating to rights, regulations, investment/resources and service delivery.

The I-SAF represents an integral component of the National Program Phase I and II. The both phases of I-SAF specify activities to be undertaken by the demand side – led by civil society organizations and the supply side-by government entities at national and sub-national level. During I-SAF Phase II, World Bank through multi-donor trust fund on Social Accountability and Service Delivery (SDSD-TF) has designed two projects following: (i) Integration of Social Accountability into National and Sub-National Systems Project which NCDDDS is an implement agency to coordinate and support I-SAF supply side and (ii) Engaging Citizens to Improve Service Delivery Through Social Accountability Project which World Vision International-Cambodia is an implement agency to coordinate and support I-SAF demand side.

❖ *NCDDDS Structure*

The NCDD Secretariat, responsible for supporting and coordinating the National Program for Sub-National Democratic Development (NP-SNDD) and the implementation plans, is comprised of four divisions as follows: The Policy and Analysis Division; the Program Management and Support Division; the Monitoring and Evaluation and Information Division; and the Finance and Administration Division. The responsibility for management of the I-SAF has been mainly assigned to the Monitoring and Evaluation and Information Division (MEID).

❖ *Project Information and Communication:*

Information dissemination is a core activity of Social Accountability which helps to strengthen transparency, accountability, quality, and effectiveness of service provision while citizen can access variety of information including rights, performances and budget information, and to enhance citizen capacity to aware and use that information. NCDDDS needs more technical support for the project team to strengthen the information and communication. The project is recruiting an Information and Communication Consultant to provide technical support and strengthen the project implementation to achieve project’s development objective.

2. ROLE OF THE ISAF INFORMATION AND COMMUNICATION CONSULTANT

Post Supervision

The ICC will work under the overall supervision of the Head of the NCDDDS, and direct supervision of ISAF Project Coordinator and Manager. The ICC will work closely with other ISAF consultants and will liaise with the officials and advisors/consultants of the NCDDDS Divisions, SNA and relevant civil society as appropriate. The ICC will be subject to probation period and annual performance evaluation processes as established by the NCDDDS.

Main duties

The ICC is responsible for planning, developing, initiating, managing and monitoring and evaluation NCDD-ISAF communications and public relations. The primary responsibilities of the ICC as follows:

- a) Develop and update ISAF communication strategies and plans, which establish a clear vision and direction forward for the practice of communications;
- b) Develop simple, easy-to-understand messages about D&D reform and ISAF in Cambodia;
- c) Develop a core set of print communications materials that can be widely and flexibly applied to the ISAF, including photos, graphics, branding, brochures, leaflets, profiles and success stories that promote the objectives, progression and results of the D&D reforms and ISAF;
- d) Develop, manage, monitor and evaluate social media events, activities and mechanisms that promote the objective, progression and results of the D&D reforms;

- e) Develop, manage, monitor and evaluate traditional media events (Television-interview, short video, voice of people, success stories, radio-interview, TV/radio announcement, spot, profile, feature, the press release, short article, key quote of beneficiaries or high-ranking government officials) that promote the objective, progression and results of the D&D reforms and ISAF;
- f) Integrate communications into training events, capacity development, workshops and other opportunities to explain the D&D and ISAF to government staff;
- g) Develop, manage, monitor and evaluate social marketing campaigns with aim to change the behavior of citizens, in line with the objectives of the D&D reforms and ISAF;
- h) Develop and implement internal communication activities, including newsletter and bulletin;
- i) Backstop the development and revision of the NCDDS website in closed consult with NCDDS consultant and core government officials;
- j) Support government leaders in their communication with the public about the ISAF;
- k) Develop communication training materials to build the capacity of the ISAF team on communication including key government staffs;
- l) Cooperate with the M&E, IT, communication and social accountability team to make available data to present to the public in an easy way to understand the process and results of ISAF and;
- m) Perform other duties assigned by the ISAF Management.

3. Reporting

The ICC is expected to prepare: monthly reports on their own activities in accordance with procedures established under the NCDDS personnel management guidelines; substantive reports on progress and constraints for inclusion in the NCDDS Progress Reports; and other reports as requested by ISAF Management.

4. Qualifications Requirement

The ICC is expected to have the following qualifications:

Education/Experience:

- Preferably a bachelor or higher degree in communications, media management, public relations, journalism or any relevant fields;
- At least 5 years working experience in implementation communication and campaign strategies including printing, broadcasting, and electronic media for D&D reform or ISAF work;
- Good writing, communication, and translating skills, particularly in English and Khmer, and a thorough understanding of the role and importance of communications, particular in D&D reforms and ISAF;
- Good working knowledge and experience in working with different information management systems;
- Demonstrable track record of working with media and building media relations;
- Good understanding of social media and how social media can be used to raise organizational profile or highlight important issues relevant to D&D reforms and ISAF;
- Knowledge and experience in video production, publication, info-graphic design, and public relation;

- Knowledge and experience in broadcasting and printing software such Adobe Premier, Adobe Audition, Adobe InDesign, Adobe Illustrator and Photoshop, etc.

Organizational Competencies:

- Demonstrates commitment to NCDDDS’s mission, NP2 objectives and the ISAF;
- Displays gender, religion, race, nationality and age sensitivity and adaptability and;
- Ability to establish and maintain effective rapport with civil servants, other advisers and with all key NCDDDS stakeholders.

Functional Competencies:

- Flexible and adaptable;
- Ability to work with minimum guidance and proven initiative;
- Good facilitation skills and ability to solve problems;
- Awareness and sensitivity of cross-cultural settings and;
- Ability to travel to provinces and fields.

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