

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 Assistant (ICA)
Duty Station:	NCDD Secretariat, Phnom Penh
Duration:	10 months with possibility to extend up on fund available.
Basis:	Individual consultancy contract (Long-term)

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. NP-2 will be implemented in two five-year phases, known as IP5-I and IP5-II. The first implementation plan covers a period of five years from 2021-2025 (IP5-I) and the second implementation will cover the next five years from 2026-2030 (IP5-II).

❖ *Social Accountability*

Social accountability is an essential component for enhancing 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 ISAF represents an integral component of the NP-SNDD; and for the second phase of ISAF, a project is developed and named as Integration of Social Accountability into National and Sub-National Systems. The both phases of ISAF 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.

❖ **NCDDS 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. NCDDS needs more technical support for the project team to strengthen the information and communication, particularly at the field level activities and outreach. The project is recruiting an Information and Communication Assistant to provide technical support and strengthen the project implementation to achieve project's development objective.

2. ROLES AND RESPONSIBILITIES

Post Supervision

The ICA will work under the overall supervision of the Head of the NCDDS, and direct supervision of ISAF Project Coordinator and Manager. The ICA will work closely with other ISAF consultants and will liaise with the officials as well as other assistants and contract staff of the NCDDS Divisions, SNA, and relevant civil society as appropriate. The ICA will be subject to probation period (3 months after commencement) and annual performance evaluation processes as established by the NCDDS.

Main duties

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

- a) Participate and assist team to develop and update ISAF communication strategies and plans, which establish a clear vision and direction forward for the practice of communications.
- b) Support team to 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 ISAF.
- c) Field support and evaluate social media events, activities and mechanisms that promote the objective, progression, and results of ISAF at SNA.
- d) Provide technical assistances with communication and social accountability team as necessary on all matters pertaining Communication to ensure effective coordination and outreach activities implementation.
- e) Work with communication consultants and team to help to 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 ISAF.
- f) Assist the visit to the provincial offices and provide hands-on support to Integrate communications

into training events, capacity development, workshops, and other opportunities to explain ISAF to government staff.

- g) Backstop the development and revision of the NCDDS website in closed consult with NCDDS consultants and core government officials.
- h) 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.
- i) Perform other duties assigned by the ISAF Management.

3. REPORTING

The ICA 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 ICA is expected to have the following qualifications:

Education/Experiences:

- Preferably a bachelor degree or higher in communications, media management, public relations or any relevant fields.
- At least 2 years working experiences in implementation communication and campaign strategies including printing, broadcasting, and electronic media related to D&D work;
- Good working knowledge and experiences 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 social accountability;
- Advantaged knowledge and experiences in video production, case study development and communication outreach activities.
- Good communication, and coordination. Good in English will be the advantage.

Organizational Competencies:

- Demonstrates commitment to NCDDS's mission, NP2 objectives and the ISAF;
- Displays gender, religion, race, nationality and age sensitivity and adaptability.
- Ability to establish and maintain effective rapport with civil servants, other advisers and with all key NCDDS 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.
- Ability to travel to provinces and fields.
- Extending for new learning.

