

National Committee for Sub-National Democratic Development Secretariat (NCDDS)

Integration of Social Accountability into National and Sub-National Systems Phase II Project

Term of Reference

Position:	Senior Multimedia Consultant (SMC)
Station:	NCDD Secretariat, Phnom Penh
Duration:	11 months (February 2025 to December 2025, with a possibility of extension)
Basis:	Individual 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 Social Accountability -I (2016-2018) and Social Accountability -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 Social Accountability represents an integral component of the National

Program Phase I and II. The both phases of Social Accountability 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 Social accountability 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 NCDD is an implement agency to coordinate and support SA 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 Social Accountability demand side.

❖ *NCDD 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 Social Accountability has been mainly assigned to the Monitoring and Evaluation and Information Division (MEID).

❖ *Project Information and Communication:*

Social Accountability is an important mechanism building and ensuring quality, transparency, accountability, inclusiveness, and social equity of public service provision while citizen can have and access to a variety of information including rights, performances, standard, and budget information to promote citizen engagement. Information dissemination and communication is an essential element to support Social Accountability implementation, including the development of the dissemination and communication strategy and tools at both national and Sub-National Level. NCDD is recruiting a Senior Multimedia Consultant to provide technical and advisory support and strategic direction to NCDD communication team on Multimedia and strengthen the project implementation to achieve project's development objective.

2. Role of Senior Multimedia Consultant

❖ *Post Supervision*

The SMC will work under the overall supervision of the Head of the NCDD, and direct supervision of Social Accountability Project Management as well as the relevant officials. The SMC will work closely with other Social Accountability consultants SNA, relevant civil societies and World Vision organization as appropriate, coordinate with information and communication consultants on developing and producing multimedia productions. The SMC will be subjected to probation period and annual performance evaluation processes as established by the NCDD.

❖ *Main duties*

The Senior Multimedia Consultant is responsible for planning, developing, implementing, monitoring, and evaluating the public communications and dissemination. The primary responsibilities of the Senior Multimedia Consultant are as follows:

- a) Support the NCDD for the development and update Social Accountability communication strategies and plans to direct the implementation of the communication activities to disseminate a clear vision and direction and information on Social Accountability to stakeholders and government,
- b) Corporate with communication team to create innovative multimedia materials that meet

government requirements and stakeholders. Develop a core set of print communications materials that can be widely and flexibly applied to the social accountability, including graphics, branding, , profiles, feature articles, showcase, case studies, factsheet, I4C, booklet to ensure multimedia content meets D&D reforms and Social Accountability standards for quality and brand consistency.

- c) Participate in brainstorming sessions to generate creative ideas for multimedia projects, developing communication concepts from ideation (storyboarding) to the execution and delivery of the final product (asset) and gathering feedback for improvement.
- d) Manage, monitor, and evaluate social media events, traditional media (television-interview, direct photography for live action video content, live-event coverage, studio-interview, short video, voice of people, success stories, radio-interview, TV/radio announcement, spot, animation, profile, feature, short article, , communication materials, studio room , activities and mechanisms that promote the objective, progress and results of the D&D reforms and Social Accountability.
- e) Develop communication training materials and integrate into training events, capacity development, E-learning, workshops, short video that complement the social accountability trainings and available through the Telegram channel, App, Facebook, and other opportunities to government staff and public.
- f) Develop and implement internal communication activities, including newsletter, bulletin; Photography/Videography, including editing, of events/activities that promote the objectives, progression and results of the D&D reforms and Social Accountability.
- g) Backstop the development and update the NCDDS website in closed consultation with NCDDS technical staff and consultants.
- h) Support government leaders in their communication with the public about the Social Accountability.
- i) Support the technical team and management team to develop and design impactful presentation on Social Accountability.
- j) Perform other duties in support of the Social Accountability project.

3. Reporting

The Senior Multimedia Consultant 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 Social Accountability Management.

4. Qualifications Requirement

The Senior Multimedia Consultant is expected to have the following qualifications:

❖ *Educations and Experiences:*

- Master's degree in media and communications, media management, public relations, journalism, marketing, multi-media management or any relevant fields.
- At least 10 years working experiences in planning, leading, implementation, and evaluation of communications including printing, broadcasting, and electronic media for D&D reform or Social Accountability work.
- Good writing, communication, and translating skills, particularly in English and Khmer, and understanding of the role and importance of communications, particular in D&D reforms and SA.
- Good 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.
- Knowledge and experience in video live and 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 Social Accountability.
- 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 interpersonal skill
- Good facilitation skills and ability to solve problems.
- Awareness and sensitivity of cross-cultural settings and.
- Ability to travel to provinces and fields.

.....