

TERMS OF REFERENCE

Public Communication and Awareness Specialist (Part Time)

Background

The International Bank for Reconstruction and Development (IBRD) and Agence Française de Développement (AFD) are implementing US\$ 300 million Serbia Local Infrastructure and Institutional Development Project (Project). Project implementation is a part of wider urban development activities in the Republic of Serbia that are based on Sustainable Urban Development Strategy (SUDS) and will apply a holistic approach, where current policies and practices important for overall local infrastructure service delivery will be strengthened through mixture of investments, technical assistance, and capacity building. In order to support and strengthen infrastructure service delivery at the local level, special focus would be on improving mobility in a sustainable manner to increase accessibility to economic and social opportunities.

Objective

The objective of the Project is to improve Local self-governments (LSGs) capacity to manage sustainable infrastructure and improve access to economic and social opportunities in climate aware manner. Project consists 3 components:

Component 1. Climate Smart Mobility would improve mobility within the LSGs through strengthening system for transport infrastructure service delivery and by supporting transport infrastructure renewal that will increase resilience to natural disaster while reducing emissions of Greenhouse gases (GHGs) and local pollutants. The component will be implemented through two subcomponents:

(i) *Infrastructure renewal* - The majority of investments will be in transport infrastructure reconstruction and rehabilitation, within the existing infrastructure perimeters. The promotion of resilient and inclusive approach and of active mobility and priority for public transport will be integral part of the project design. This sub-component will also finance technical assistance required for the execution of the works including services for design, supervision, technical audit, and road safety audit. All LSGs will get funding for activities eligible for financing under this subcomponent in accordance with predefined formula and in the form of grant transfers and subject of signing the Grant Agreement.

(ii) *Sustainable mobility enhancement* – Activity will strengthen LSGs systems to plan, manage, implement, and operate resilient transport networks that promote patterns of climate smart mobility in sustainable manner. This subcomponent will finance technical assistance, capacity building and demonstration pilots in three main areas:

- a) *Improve local road network management and resilience*; Creation of framework for local roads management including guidance on institutional arrangements, policy, standards, maintenance contracting, asset management, resilience and road safety.
- b) *Mainstream sustainable and integrated mobility planning*; Creation of approximately 40 gender sensitive Sustainable Urban Mobility Plans (SUMPs) with transport management plans for medium and small size LSGs.
- c) *Pilot smart mobility solutions through digital technologies*; Creation of proposals for smart mobility contractual modalities in areas such as optimizing public transport services, intelligent transportation systems, real-time information and infrastructure or service sharing schemes.

Component 2. Strengthening Systems and Capacity for Infrastructure Service Delivery would improve the effectiveness and sustainability of infrastructure service delivery at the local level through strengthening LSGs' capacity to implement current planning and Project finance management (PFM) and Public Investment Management (PIM) policies. The component will finance a mixture of technical assistance and capacity building activities focused on:

(i) *Enhanced strategic participatory planning and identification of pipeline projects* that would include climate and resilience considerations into the planning approaches and better integrate them into the capital investment and budget planning process. The subcomponent will finance technical assistance and capacity building in three main areas:

- a) *Improve Participatory Planning in Pilot LSGs* - development of critical planning and environmental and climate related strategic documents and corresponding multi-annual and annual budgets.
- b) *Identification and Initial Preparation of Future Urban Investment Projects* - urban regeneration and municipal infrastructure projects would be identified, and technical assistance provided for early-stage preparation of future investments.
- c) *Mainstream Participatory Approach* - development of Manual for Citizen Participation and E-Government portal extension for informing on the planned infrastructure investments and planned consultations.

(ii) *Strengthened institutions, PFM, access to financing, and capacities* that would ensure institutional improvements in the local PFM and PIM accompany the direct benefits through the provision of funding for the LSGs. The subcomponent will be implemented through set of analytical work, technical assistance, and development of tools, in particular:

- a) *Improving access to financing* - Assessment the current local infrastructure financing framework and design of recommendations to improve the LSGs' ability to raise private capital for infrastructure investments, potentials of green funds, and perspective of the municipal fund scheme;
- b) *Strengthening institutions and human capacities* - Review of the currently fragmented institutions and human capital and design of recommendations for consolidated approaches and process simplification
- c) *Enhancing the implementation of key country systems for climate aware infrastructure service delivery* - Capacity building and implementation support in areas including: procurement, PFM, PIM, transparency and inclusion, contract management, social and environmental management etc.

Component 3: Project Implementation Support and Awareness Raising would establish institutional set up that will enable successful implementation of the project and raise awareness about importance of green transition and sustainable mobility. Activity will support the establishment and maintenance of the strong Project Implementation Unit (PIU) and strengthening of Central Fiduciary Unit (CFU).

The Project will be managed by the Ministry of Construction, Transport and Infrastructure (MCTI) through a PIU, supported by the CFU in the Ministry of Finance (MoF), the employees in the LSGs officially assigned to the project, and the Project Steering Committee. The PIU will be responsible for the overall management of the Project, and it will provide full technical support and guidance to the LSGs in selecting, preparing, reviewing, supervising, and managing investments. The CFU will be responsible for fiduciary issues like the financial management of the Project, will support the PIU in approving procurement related documents, and will support the LSGs to implement procurement procedures, including procurement capacity development. LSGs will be responsible for full project

life cycle – from prioritization, preparation, procurement to management and supervision. The Project Steering Committee will consist of the representatives of respective ministries and project partners and will overview the implementation of the Project, facilitate policy dialog and inter-ministerial cooperation, help resolving any bottlenecks that might be experienced, and adopt annual progress reports.

Scope of Work – Public Communication and Awareness Specialist

The Public Communication and Awareness Specialist will be a part of the Project Implementation Unit (PIU), and will be responsible to ensure strategic and timely flow of information and key messages about Project implementation to key external and internal audiences. She/He will report to the Manager of PIU and key responsibilities shall include, but not be limited to the following:

- Support the Manager and Deputy manager of the PIU in organizing, coordinating, integrating, and monitoring operations of the PIU and the institutions involved in the Project, both at the PIU premises and in the field, during its preparation and implementation
- Work closely with PIU team and other project related teams to organize press briefings, major conferences and seminars, print media, or broadcast media appearances and other communication – related activities
- Coordination of communication with LSGs and respective communities regarding infrastructure renewal and sustainability mobility enhancement (promotion of resilient and inclusive approach) - Key messages, target audience, outreach channels, partners, content, roll-out plan, framework for evaluation etc.
- Coordination of campaigns and raising awareness events for improvement of local roads management, pilot smart mobility solutions, climate related strategic documents design, sustainable urban mobility plans development and identification and initial preparation of future urban investment projects
- Mainstreaming participatory approach – development of Manual for citizen participation and E-government portal extension for informing on the planned infrastructure investments and planned consultations
- Compliance with public communication rules and reporting requirements of the World Bank during public participation processes and other communication activities
- Write and/or oversee the preparation, production, and dissemination of both routine and complex outreach products (e.g., backgrounders, media packets, news releases, op-eds/articles, radio/TV broadcasts, PowerPoint presentations, brochures, Q&As, videos, websites, speeches, briefing notes, feature stories, etc.) that promote the image of the Project implementation and PIU to key internal and external audiences;
- Initiate and sustain effective professional relationships with key internal and/or external constituencies (relevant Ministries, Local self-governments, media, civil society, NGOs, academia, and the private sector);
- Manage and maintain Project website, social media and blog sites
- Plan, coordinate, schedule, and work on logistics for the visiting missions, meetings, major conferences and seminars, and other outreach activities related with project implementation
- Prepares reports to Government authorities and WB upon request and actively participate in supervision missions
- Submit monthly reports on his/her performance and the performance of experts under personal supervision for approval of payment for services rendered;
- Perform other duties in support of project preparation and implementation, as required;

Profile of the Public Communication and Awareness Specialist

The Public Communication and Awareness Specialist should possess:

- Advanced university degree (Master's degree or equivalent) in Communications, International Relations/Public Affairs, Journalism, Marketing, Political Science or another relevant field,
- Minimum 5 years of professional experience in outreach, communications and awareness fields
- Knowledge of local self-government system and/or work on projects of public importance at LSGs level is mandatory
- Experience in working with IFIs or the EU will be an advantage
- Experience in implementation of technical assistance in the fields of strategic planning and infrastructure development to LSGs and local communities will be advantage
- Track record on planning, development, and execution of a communication strategy in support of defined objectives
- Relevant experiences in development of communication materials, participation manuals and awareness campaigns are mandatory
- Experience and excellent working knowledge of media channels and tools and organization of business and/or diplomacy protocols
- Advanced ability to write, rewrite, or edit complex communications products for purposeful structure, clarity of ideas, and the logical, persuasive presentation
- Openness to change and ability to receive/integrate feedback
- Proven integrity and ability to resist pressure in decision-making
- Strong analytical skills and ability to identify key strategic and management issues, opportunities and risks
- Competence for incorporating gender perspectives into substantive work and ensuring the equal participation of women and man in all areas of work; commitment to the goal of gender balance in staffing and creating a gender sensitive working environment that pays attention to work/life issues
- Knowledge of computer, office software and web-based applications use
- Cultural, religion, race, nationality and age sensitivity and adaptability
- Excellent writing/reporting and presentation skills
- Excellent interpersonal, networking and team building skills
- Excellent knowledge of written and spoken Serbian and English.

Length of assignment

The Consultant shall provide services on a part-time basis for the life of the project, i.e. until November 30, 2028, with a probationary period of six (6) months.

The expected initial time effort for the assignment is up to 8 working days (i.e., 64 hours) per month. The consultant agrees to be engaged in no more than 48 hours per week cumulatively for this assignment plus any additional assignments/contracts. Depending on the need there is a possibility of increasing the time effort.

Facilities to be provided to the Consultant

MCTI will provide the Consultant with suitable office space and office equipment (PC, telephone, internet connection, etc.) and access to office services as required.

Confidentiality

The Consultant undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

Selection of Consultant

The Consultant will be selected applying Open competition method.

The Consultant is eligible and his selection does not create any conflict of interest as provided in the Bank's Procurement Regulations.

The evaluation criteria for this assignment are:

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- Specific Experience relevant to the Assignment (50) Points
- Qualifications and Competence relevant to the Assignment (50) Points