

REQUEST FOR EXPRESSIONS OF INTEREST

SAINT LUCIA

Disaster Vulnerability Reduction Project

Assignment Title: Communications/Liaison Officer

The Government of Saint Lucia has received a project preparation advance from the International Development Association (IDA) to finance the Disaster Vulnerability Reduction Project. Under the Project, funds have been allocated to hire a Consultant to provide services as a *Communications/Liaison Officer*.

The Ministry of Finance, Economic Affairs, Planning and Social Security now invites eligible individual consultants to indicate their interest in providing the services. Interested individual consultants must provide information indicating that they are qualified to perform the services (CV's, description of similar assignments, experience in similar conditions, clients' references, etc.).

A consultant will be selected in accordance with the procedures for **Selection of Individual Consultants** set out in the World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers (2011). The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers Selection and Employment of Consultants (2011) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

SERVICES REQUIRED

Objectives of the Assignment

The Communications/Liaison Officer will coordinate the implementation of the Public Education and Awareness Strategy which was developed under Phase 1 of the PPCR. This Strategy will raise nation-wide awareness of climate change and its implications for Saint Lucia, while simultaneously galvanizing the nation to take action towards building resilience.

SPECIFIC DUTIES AND OUTPUTS

In general, the Communications/Liaison Officer will work closely with the Climate Change Coordinator/Specialist, Civil Society Coordinator, Sustainable Development Officer (s) assigned to the Project, Public Relations Firm hired under the Project, the media, public, private sectors and civil society agencies and others, as appropriate or as assigned, in the effective and efficient implementation of the Strategy, through a two-prong approach.

The following are some of the general responsibilities of the Officer

- Foster an awareness of climate change and its current and potential impact of the Saint Lucian economy, particularly among vulnerable groups.
- Make an effort to break the detachment and initiate a culture of ownership for building climate resilience.

- Provide continuous and relevant information on climate change and its effects, especially on livelihoods. Attention should be paid to climate change effects on the livelihoods of vulnerable groups in particular.
- Develop focused messages for each market segment to promote a better understanding of what individuals (especially those amongst vulnerable groups) can do to build climate resilience.
- Brand this campaign so that it becomes a trademark that Saint Lucians feel proud and part of.
- Strengthen the competence of stakeholders so that they can be a medium through which national climate change resilience can be enhanced.
- Provide the framework for a national climate change education strategy, clearly defining the role of each stakeholder in the process. In support of this, provide them with access to resources where possible, so that they can execute their role.

DURATION

The assignment is expected to commence in September 2013. It is anticipated that the assignment will be for one year, in the first instance, under the Project Preparation Advance Phase of the Project. The contract may be renewed for additional years as required. Further renewal will be subject to approval, evaluation, successful appraisal and performance of services at the end of each term. Intermediary performance evaluations will be conducted regularly.

Qualifications Requirements and Performance Criteria

a. Academic Qualifications

- (i) At least a Bachelor's Degree in mass communication or other relevant subject areas, AND
At least 8 years working experience in communications, preferably with at least three years of experience working in the area or environmental management.
- (ii) Knowledge or involvement in climate change, disaster management or related fields would be an asset.

b. Knowledge, Skills, and Abilities Requirements

Additional knowledge, skills and abilities that will be required of successful candidates include:

- Working knowledge of the public and private sector, preferably, direct working experience with government, community-level interests, resource users and community groups, private sector and international organizations;

- Ability to communicate effectively in written and oral formats and to prepare reports;
- Strong leadership capabilities and a demonstrated record of successful leadership of multi-disciplinary teams;
- Strong awareness of particular needs of vulnerable groups which include women, youth, elderly as well as the socio-economically and geographically marginalized.
- Functionally computer literate, possessing operational skills in word-processing and spreadsheet application, including software programs such as Word, Excel, PowerPoint, Microsoft Project;
- Appropriate involvement and/or experience in similar projects in Saint Lucia. Experience working in developing countries in general and in the Caribbean Region in particular, is a plus.
- Ability to communicate accurate information concerning processes, policies and procedures to diverse project stakeholders;
- Ability to handle diverse stakeholders tactfully, courteously and diplomatically;
- Must be of high integrity, transparent, and accountable;
- Ability to establish and maintain effective working relationships with relevant agencies and bodies involved in the implementation of the project;

Interested eligible candidates must provide information indicating that they are qualified to perform the services and are invited to submit their Curriculum Vitae (CV), including employment records, description of similar assignments, experience in similar conditions, availability of appropriate skills, previous remunerations, etc.

Further information on the assignment is contained in the Terms of Reference which can be obtained from the Project Coordination Unit.

Expressions of interest, together with CV's and other documents, may be sent by mail, email or fax and must be delivered to the address below by August 29, 2013.

Project Coordination Unit
Attn: Cheryl Mathurin, Project Coordinator
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