

# Government of the People's Republic of Bangladesh

Ministry of Local Government, Rural Development & Co-operatives

Local Government Division

**Terms of Reference (TOR) for Hiring  
Of  
Communication Expert  
for  
Community Mobilization and Awareness Creation Program**

Name of Project : Bangladesh Municipal Water Supply and Sanitation project (30 Pourashavas)

Appointment type : Consulting Services (Package No. SD-23A)

Department : Department of Public Health Engineering (DPHE)

December, 2023

## **1. Introduction to the Project:**

The Department of Public Health Engineering (DPHE) is implementing the Bangladesh Municipal Water Supply and Sanitation Project (BMWSSP), jointly financed by the Government of Bangladesh (GoB), World Bank (WB) and Asian Infrastructure Investment Bank (AIIB).

**Project Development Objective:** The project development objective (PDO) is to increase access to improved water supply and sanitation services in selected municipalities and strengthen the municipalities' institutional capacities for delivering water, sanitation and drainage services.

The components of the project are:

Component 1: Sector support and capacity strengthening

Component 2: Investment for water supply infrastructure

Component 3: Improving Sanitation and drainage

Component 4: Project Implementation and management support

Component 5: Contingent Emergency Response

The project's successful implementation will depend upon a well-planned and professionally implemented communications plan aimed at ensuring that the project interventions are well understood by the municipality residents, local government, local entrepreneurs, media, government agencies, local NGOs and other stakeholders, and that there is enough support at all levels for it to be smoothly implemented and leads to the changed behaviors' and practices from these interventions.

In order to assist in achieving the above results, it is proposed to engage a national communication consultant with proven expertise to develop communications implementation plan and monitor the implementation of communication tools effectively within the municipalities as focal person guided by PMU.

## **2. Objective:**

The main objective of the assignment of consultant is to develop communication plan and implement the communication tools to achieve Project Development Objective as well as create broad-based support for the activities proposed under the project.

The Consultant will work under the PMU to develop a communication implementation plan, along with a mix of awareness generation and behavior change communication campaigns, using appropriate media, and supported with material for continued use locally by municipalities. The media may include local cable TV network, posters, point-of-display materials, booklets, traditional media, etc.

### 3. Responsibilities:

The Consultant will be responsible for preparation of communication plan under the guidance of PMU and in consultation with social consultant of Technical Support Unit and Sanitation Support Consultancy firm of PMU. S/He will also responsible for supporting implementation of the communication plan, including:

- Conceptualize, draft and lead production of IEC/BCC material for awareness generation of the peoples on health benefits related to water and sanitation services
- Develop Awareness message showing over the billboards placing at different places of the Pourashava
- Develop Communication message for broadcasting through local cable TV network.
- **Receive information from technical support unit (TSU) regarding communication /awareness (FGD, TLCC meeting etc.) and summarize to reflect in implementation plan if required.**
- Prepare “Annual Newsletter” stating project objectives, vision, mission, activities and outputs etc.

Above communication tools are to be implemented by a consultancy firm (to be procured separately) under the supervision/guidance of communication expert.

### 4. The Educational Qualifications and Experiences

The Communication Expert will be required to possess the following:

- ◆ A masters/graduate degree from a recognized university in mass communication/Journalism/Public Relations/International Relations/ Business Administration/ Marketing or relevant discipline;
- ◆ At least 12 years of professional experience in the field of communications with proven experience in strategic communications, content writing and content editing in similar typed project.
- ◆ Experience in organizing various types of programs, training, workshop, seminar, competition, fair, conference etc.
- ◆ Skills in developing communications literature/materials for electronic and print media for dissemination among public;
- ◆ Familiarity with latest communication trends and understanding for publishing A/V materials, talk shows, advertisement, TV spot etc.
- ◆ Ability to work under strict deadlines maintaining quality;
- ◆ Report writing skills and ability to deliver them within a timeline;
- ◆ Excellent computer skills on MS Word, Excel, power point, Internet, web searching, Photoshop, illustrator etc.
- ◆ Willingness to visit the stakeholders/fields frequently.

## **5. Deliverable**

An appropriate communication plan within 3 months. In addition, the consultant has to finalize following materials:

- IEC/BCC material
- Awareness message to show over billboard
- Communication message for broadcasting through local cable network.
- Newsletter for the project.

## **6. Duration of Service**

Consultant shall perform the services for 09 months or credit closing date whichever is earlier. The duration is extendable subject to satisfactory performance of the consultant and requirement of the project.

## **7. Client Input**

Office space with relevant equipment shall be provided by project at PMU, BMWSSP, DPHE. The PMU will also provide all available information and project related documents to the consultant.