

## **REQUEST FOR EXPRESSIONS OF INTEREST (INDIVIDUAL CONSULTING SERVICES)**

*This position is **open to FSM nationals and residents. Relocation expenses will be provided for the selected candidate if they currently reside in Yap, Kosrae, or Chuuk.***

Federated States of Micronesia

**FSM Skills and Employability Enhancement Project**

**Grant No.:** D-9870

**Assignment Title:** Communication Officer

**Reference No. (as per Procurement Plan):** FM-NDOE-453365-CS-INDV

The National Department of Education received financing from the World Bank toward the cost of the FSM Skills and Employability Enhancement Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include implementing communication and monitoring activities that support the SEE Project’s objectives, enhance stakeholder engagement, and ensure transparency and accountability. This role is essential for conveying project progress, achievements, and challenges to all stakeholders, including government entities, educational institutions, and local communities, ensuring full consistency with the TOR referred to in this REOI. Specifically, the Consultant will support the following lines of work, collaborating closely with various national and state-level stakeholders in vocational education and skills training:

- Communication Strategy Implementation
- Content Creation
- Stakeholder Engagement
- Media Relations
- Monitoring and Reporting

The detailed Terms of Reference (TOR) for the assignment is annexed to this REOI *and* can be found at the FSM Department of Finance and Administration (DOFA) website’s Career Opportunities page at <https://dofa.gov.fm/vacancies/>.

The National Department of Education now invites eligible individuals (“Consultants”) to indicate their interest in providing the Services.

Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services by submitting:

- **Latest curriculum vitae/Resume** with description of experience in similar assignments, similar conditions, etc.)
- **Work sample(s)** – e.g., blog or social media posts, photos, interview excerpts, and so on.

The criteria for selecting the Consultant are:

### 6.1 Mandatory requirements

- Associate’s Degree in Communications, Marketing, or a related field.
- At least 3 years of professional experience in communication, public relations, or a related field, preferably in donor-funded or international development projects.
- Strong writing, editing, and verbal communication skills in English.
- Proficiency in using social media platforms and other digital communication tools.

### 6.2 Desirable requirements

- A Bachelor’s Degree in Communications, Public Relations, Marketing, or a related field.
- Experience in managing communications for educational or vocational training projects.
- Familiarity with stakeholder engagement strategies and media relations.
- Knowledge of more than one local languages

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank’s *Procurement Regulations for IPF Borrowers* Fifth Edition, September 2023 (“the Regulations”), setting forth the World Bank’s policy on conflict of interest.

Further information can be obtained at the address below during office hours 8am to 5pm (local time).

Expressions of interest must be delivered in a written form with the latest CV/resume and work sample(s) to the address below by e-mail) **by 5pm on Friday, November 22, 2024.**

FSM National Department of Education

**Attn: Hyunjeong Lee, Project Manager**

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# TERMS OF REFERENCE (TOR)

## 1. Background

The Federated States of Micronesia (FSM) is committed to enhancing its vocational education offerings in high schools, particularly in response to the growing demand for skilled professionals in various industries. To support this effort, the National Department of Education (NDOE) is implementing the Skills and Employability Enhancement (SEE) Project, which focuses on developing occupational profiles, curricula, and apprenticeship programs aligned with industry needs. The project also seeks to build the capacity of educators, strengthen school-industry partnerships, and equip students with market-relevant skills to enhance their employability. Specifically, the SEE Project consists of the following three main components:

- **Component 1: Improving equitable access to vocational education and training.** The objective of this component is to ensure TVET access to all eligible youth, especially the poor and vulnerable youth, women, persons with disabilities, and geographically disadvantaged groups such as students or trainees from outer islands. The component aims to achieve this by expanding the availability of quality skills training while providing information, incentives, and support to increase participation of under-represented and disadvantaged groups in TVET.
- **Component 2: Improving the relevance and quality of TVET.** The objective of this component is to enhance the relevance and quality of training offered by TVET institutions by upgrading the training curricula and its standards; improving the quality of trainers; and making provisions for independent testing and certification of skills.
- **Component 3: Improving labor market information and employment services.** This component aims to establish capacity within the Government to provide labor market information and employment support services with a view to improve labor market outcomes among potential workers—including TVET graduates—in FSM. To this end, the activity will support schools and relevant Government units, and the SDOEs, in their efforts to match jobseekers with appropriate vacancies through comprehensive job search assistance.

To ensure effective project implementation, the Project Implementation Unit (PIU) was established at the NDOE. The PIU collaborates closely with State Departments of Education, the Department of Resources and Development, selected high schools offering vocational programs, and local businesses to implement state-level activities.

The SEE Project became effective on February 9, 2023, and is expected to be completed by June 30, 2027.

## 2. Objective

The primary objective of the Communication Officer is to implement communication and monitoring activities that promote the SEE Project's objectives, enhance stakeholder engagement, and ensure transparency and accountability. This role is essential for conveying project progress, achievements, and challenges to all stakeholders, including government entities, educational institutions, and local communities.

The Communication Officer will coordinate with the Central Implementation Unit (CIU) at the Department of Finance and Administration (DOFA), other government bodies, community groups, particularly high school stakeholders, local media, and other relevant stakeholders as needed. Additionally, this role will serve as the first point of contact for any issues related to project communications.

### 3. Arrangements

The Communications Officer will report to the SEE Project Manager. This is a full-time, time-based position. There is a probationary period of three (3) months.

### 4. Scope of Work

Under the general guidance of the Project Manager, the Consultant will liaise with the above-mentioned stakeholders as well as any additional stakeholders identified in the course of the consultancy to undertake the following activities:

#### 1. Communication Strategy Implementation

- Support the Project Manager in implementing the project's communication strategy.
- Identify target audiences and tailor communication materials to effectively reach and engage them.
- Support the high schools supported by the SEE project in rolling out their communication and outreach activities.

#### 2. Content Creation

- Create and disseminate a variety of communication materials, including newsletters, press releases, reports, brochures, and social media content.
- Ensure all content is accurate, relevant, and reflects the project's objectives and achievements.

#### 3. Stakeholder Engagement

- Facilitate regular communication with stakeholders, including project partners, beneficiaries, and the community, to gather feedback and foster collaboration.
- Organize and participate in meetings, workshops, and events to promote the project and engage stakeholders.

#### 4. Media Relations

- Build and maintain relationships with media outlets to promote the SEE Project and its initiatives.
- Coordinate media coverage and respond to media inquiries in a timely and professional manner.

#### 5. Monitoring and Reporting

- Assist the Project Manager in collecting project-related data
- Assist the Project Manager in monitoring and evaluating the effectiveness of communication strategies and activities, providing regular reports to the Project Manager on communication outcomes and stakeholder engagement.
- Adapt communication approaches based on feedback and evolving project needs.

### 5. Expected Outputs

No.	Expected Output
1	Monthly 1 progress report
2	Monthly 2 progress report

3	Monthly 3 progress report
4	Monthly 4 progress report
5	Monthly 5 progress report
6	Monthly 6 progress report
7	Monthly 7 progress report
8	Monthly 8 progress report
9	Monthly 9 progress report
10	Monthly 10 progress report
11	Monthly 11 progress report
12	Monthly 12 progress report

## **6. Qualifications**

### **6.1 Mandatory requirements**

- Associate’s Degree in Communications, Marketing, or a related field.
- At least 3 years of professional experience in communication, public relations, or a related field, preferably in donor-funded or international development projects.
- Strong writing, editing, and verbal communication skills in English.
- Proficiency in using social media platforms and other digital communication tools.

### **6.2 Desirable requirements**

- A Bachelor’s Degree in Communications, Public Relations, Marketing, or a related field.
- Experience in managing communications for educational or vocational training projects.
- Familiarity with stakeholder engagement strategies and media relations.
- Knowledge of more than one local languages

## **7. Location and Office Supplies**

The Communication Officer will be based at the SEE PIU housed at the FSM NDOE in Kolonia, Pohnpei. Project-related travel will be covered using project funding.

The following office supplies and equipment will be provided to the Officer:

- A dedicated workspace at the NDOE.
- Access to a laptop with the necessary software and tools required for contract management, including Microsoft Office Suite and Google Workspace.
- Access to office communication tools, including phone, internet, and printing services.
- Any additional supplies or equipment necessary to carry out contract management duties effectively will be provided as needed.