

REQUEST FOR EXPRESSIONS OF INTEREST (INDIVIDUAL CONSULTING SERVICES)

COUNTRY: Federated States of Micronesia (FSM)
NAME OF PROJECT: Project for Strengthening Public Financial Management (P161969)
GRANT NO.: IDA-D3240
ASSIGNMENT TITLE: Communications Officer
REFERENCE NO.: FM-DOFA-463530-CS-INDV

The Federated States of Micronesia has received financing from the World Bank toward the cost of the Project for Strengthening Public Financial Management and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) will support the PFM Project Manager and the Communications Specialist implement activities to strengthen transparency and accountability in the use of public funds by developing, and maintaining, multiple channels for citizen engagement. The day-to-day responsibilities will include managing the Department of Finance & Administration (DoFA) website and any other social media channels; generate and analyse reports of web traffic and social media usage.

The detailed Terms of Reference (ToR) for the assignment can be found at the following website, <https://dofa.gov.fm>, and can also be obtained by emailing a request to arrio.abello@dofa.gov.fm.

The Department of Finance & Administration 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:

- Cover letter
- Curriculum vitae with description of experience in web design, social media,
- Contact details for two references

The criteria for selecting the Consultant are:

Education: Associate degree in marketing, communications, or related field.
Bachelor’s degree in marketing, journalism, communications or related is a plus

Mandatory Experience: Minimum of two (2) years of experience in content creation or management of print or digital media platform

Desireable Experience: Knowledge of using photo or video editing software.
Experience with graphic design and ability to create designs for digital media purposes.
Portfolio or examples of work is a plus

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

Further information can be obtained at the address below during office hours – 8 AM-5 PM.

Expressions of interest must be delivered in a written format to the address below (in person, by mail, or by email) to the attention of the **PFM Project Manager by January 24, 2025 by 5:00 PM.**

In person: PFM Project Office, Second Floor, Department of Finance & Administration, Palikir

By mail: Department of Finance & Administration
ATTN: Lynda Rodes, PFM Project Manager
P.O. PS 158
Palikir, Pohnpei FM 96941

By email: pfm1@dofa.gov.fm
and copy the Central Implementation Unit, ciu.pfm@gov.fm

Federated States of Micronesia

Project for Strengthening Public Financial Management (P161969)

**Terms of Reference – Communication Officer
FM-DOFA-463530-CS-INDV**

LOCATION: Palikir, Department of Finance & Administration

DURATION: Initial contract duration of seven (7) months

A. BACKGROUND

The National Government of the Federated States of Micronesia (FSM) has partnered with the World Bank (WB) to implement development activities within the FSM. The current and pipeline portfolio includes projects in the sectors of Energy, Fisheries, Information & Communication Technology, Maritime Transport and Public Financial Management (PFM) strengthening.

The objective of the Strengthening Public Financial Management Project for Micronesia is to improve reliability and timeliness of financial reporting of the National and four State governments in FSM (Chuuk, Kosrae, Pohnpei, and Yap). The project has five components:

1. Strengthening the public financial management environment
2. Financial Management Information System (FMIS)
3. Revenue Management System (RMS)
- 4. Change management and human resource development**
5. Project management

The objective of Component 4 is to support the successful implementation of the FMIS and the RMS with active stakeholder engagement and development of individual competencies and institutional capacity needed to sustain FMIS and RMS operations and related PFM functions. Among the key objectives of this component is to improve transparency and accountability in public financial management and strengthen the opportunities for citizen engagement.

B. PURPOSE AND OBJECTIVES OF THE ROLE

The Consultant will support the PFM Project implement activities to strengthen transparency and accountability in the use of public funds, and develop multiple channels for citizen engagement.

C. SCOPE OF SERVICES

Under the general guidance of the Project Manager, the Communication Officer will:

1. Manage DoFA website and any other social media channels on a daily basis
2. Support engagement with online audiences with timely responses to messages and comments, and produce monthly reports of levels of engagement
3. Work with the Communications Specialist to identify ways to improve digital outreach across Government, to the public, donor partners and other stakeholders
4. Ensure key deadlines are met to disseminate time sensitive content and report on performance

and levels of engagement

5. Generate and analyse reports of web traffic and social media usage
6. Maintain and adhere to a monthly web and social media calendar
7. Create print, visual and audio content, consistent with the PFM Project's gender sensitivity standards, in collaboration with the Project Team and DoFA counterparts
8. Edit and proofread print content to assure material is grammatically correct and reflects the professional standards of DoFA
9. Monitor and report on website and social media posts
10. Generate, analyse and report on web traffic

D. Outputs

1. Content on the DoFA website to ensure procurement advertisements, fiscal documents, and other information is current and all links to other sites work
2. Create a Media Calendar to ensure content is up-to-date
3. Format fiscal documents to optimize viewing on computers and mobile devices
4. Monthly report on web traffic and social media usage

E. QUALIFICATION AND EXPERIENCE

Education:

- Associate degree in marketing, communications, or related field. Bachelor's degree in marketing, journalism, communications or related is a plus

Mandatory Experience:

- Minimum of 2 years of experience in content creation or management of print or digital media platform
- Experience in use of social media

Desirable Experience

- Knowledge of using photo and video editing software
- Experience with graphic design and ability to create designs for digital media purposes
- Portfolio or examples of work is a plus

F. DURATION, LOCATION, and CONDITIONS of ASSIGNMENT

The position is a full-time position to be located in Pohnpei, FSM. Domestic travel will be required from time to time to the other states.

The duration will be for 7 months or until the project ends in August 2025.