

Government of the People's Republic of Bangladesh
Local Government Engineering Department (LGED)
Second Rural Transport Improvement Project- RTIP-II (Additional
Financing-AF)

Terms of Reference (ToR)
for Media Consultant

1. Background

The People's Republic of Bangladesh has received a credit from the International Development Association (IDA) in 2012 for the Second Rural Transport Improvement Project (RTIP-II). This recognition has been successfully being implemented since then by the Local Government Engineering Department (LGED) under Local Government Division (LGD) of the Ministry of Local Government, Rural Development and Co-operatives (MLGRD&C). RTIP-II is aimed to improve and maintain/rehabilitate rural transport related infrastructure including inland water transport in 26 districts, covering mainly eastern parts of Bangladesh (excluding Chittagong Hill Tracts). The total project cost was estimated to be about US \$417 million with IDA credit facilities of about US\$ 300 million and the GoB contribution of US\$ 117 million.

In 2017, Bangladesh has experienced widespread, devastating and prolonged flooding due to the extensive rainfall recorded from April to October as well as due to excessive water flow from the upstream rivers in India disrupting people's normal life and damaging the properties. The flood resulted in interruption in the transportation network of Bangladesh damaging numerous LGED roads, bridges and culverts constructed and maintained under RTIP-II and other projects. This circumstance needs urgent rehabilitation and maintenance of rural infrastructures in order to support the smooth connectivity of road network in the rural area. As a result, IDA and GoB decided to come forward with additional financing under RTIP-II to rehabilitate/maintain the damaged roads with an aim to improve rural accessibility in the 18 districts out of 26 RTIP-II project districts in Bangladesh. These districts are Pabna, Sirajgonj, Tangail, Dhaka, Manikgonj, Gazipur, Narayangonj, Narsingdi, Mymensingh, Jamalpur, Sherpur, Netrokona, Kishoregonj, Munshigonj, Sylhet, Hobigonj, Sunamgonj and Moulvibazar. The total cost of RTIP-II (Additional Financing) is, therefore, estimated at about US\$170 million (US\$100 million from IDA and the remaining US\$70 million from GoB funding).

RTIP-II (Additional Financing) comprises three components i.e. Component-A Accessibility Improvement, Component B - Institutional Strengthening, Capacity Building and Governance Enhancement, Component C – Rural Road Safety.

2. Objectives of the Assignment

The overall objective of this assignment is to lead and coordinate, as a core member of the RTIP2 Project Management Unit (PMU), all aspects relevant to the Outreach, Media and Communication view points, in accordance with the provisions of the legal agreements prevailing for the RTIP-2 (AF) and in line with relevant government rules and regulations.

The consultancy entails to assist the project RTIP-2 (3rd revised) and LGED to manage media and communication and public education related activities. This service is procured to produce audio-visual and IEC materials of the project RTIP-2 (3rd revised) and LGED as well. This consultancy also includes task to design and implement public awareness and education campaign including celebrating various days and events as well planned by the project and LGED.

Specific objectives of this assignment include:

- Assist the project and LGED to build and sustain its good image among policy makers, key stakeholders and beneficiaries at national and local levels by communicating, informing and undertaking promotional activities about project and LGED strategies, good practices and achievements;
- Support the project and LGED in designing and publishing newsletter, flyer, booklet, poster, and documentaries and other related (IEC) materials;
- Coordinate with electronic and print media on regular basis to cover news in the media;
- Provide technical support to write reports, press release, press statement, speech, case studies and also translate, edit and review of documents as per requirements;
- Provide support RTIP-2 (3rd revised) and LGED to maintain websites;
- Collect and document photographs on various development activities;
- Design & manage, cover public awareness programs, events and days carried out by the RTIP-2 (3rd revised) and LGED.
- Facilitate training related to media and communication and awareness and education related issues particularly on road safety issues.

3. Overall Scope of Services

Project Director through its nominated representative, Deputy Project Director and his support staff, shall work in close association with the consultant with regard to media and communication works of the project and LGED. In all these activities the consultant will work directly under and in coordination with the Project Director RTIP-2 (AF) .

The need of Media Consultant has been realized to design, manage and operate media and communication and public education works of RTIP-2 (AF) and LGED so that results of the programs could be communicated with different stakeholders in harmonizing manner that will support to fostering good image of LGED in the wider spectrum of society.

He/she will not just be a consultant to provide professional expertise on media campaigning and public awareness, but also manage the events and produce products and services useful for the project and LGED. He/she will raise widespread public awareness regarding project activities, implementation procedures and results of RTIP-2 (AF) and LGED achievements at national and local levels. Main scope of the task consists of development of communication strategies and information, education and communication (IEC) materials required for the public awareness regarding the project and LGED.

The Key Responsibilities of the Consultant would include, but not limited to the following:

- (a) Acquire all information from the Project and LGED and work closely with the PMU and Media and Publication Section of LGED to collect, process, and disseminate to the public and project stakeholders.

- (b) Prepare materials suitable for newspaper, magazines, radio and television that publicize the project and LGED activities for public and arrange its publication.
- (c) Manage to prepare site specific animated audio-visual documentary on the infrastructure and operational facilities to be developed and successful components of the project and LGED;
- (d) Publish successful stories and cases of successful programs (Printed material)
- (e) Organize workshops, Fair and events to demonstrate outputs and outcomes of the project and LGED;
- (f) Produce promotional, easily understandable technical and information materials for accelerating the implementation of project and LGED;
- (g) Carry out awareness activities to build the image of the project and LGED and disseminate the results to the general public and stakeholders.
- (h) Ensure editorial and presentational quality of reports/communications/information notes, and where appropriate, should also contribute to the content.
- (i) The consultant must develop and populate project and LGED website that includes, among others, the complaints mechanism and be integrated in the information/communication strategy.
- (j) Assist/prepare and publish the project reports, newsletters, brochures, booklets, leaflets, updating project web portal, and any other promotional materials intended to publicize project and LGED activities, performance and impacts.
- (k) Prepare video clips of the workshops and visit programs organized by the project and as per instructions.
- (l) Prepare and update a documentary on project's performance and activities in multi-languages (major languages spoken in project areas).
- (m) To prepare a timetable for site visits and interactions with the stakeholders, the civil society and relevant personnel.
- (n) He/She must contribute to enhancing the capacity of the selected staff from the project and LGED as well implementing agency on info/communication strategy by providing regular training.
- (o) He/She must produce the corresponding chapter in the updated version of Borrower's Project Implementation Plan (BPIP).
- (p) Undertake any other duties as may be reasonably assigned by the PMU.

4. Duration of the Assignment:

Duration of the assignment will be 9 (nine) months. The expected time to start the assignment is April 2022.

5. Required Qualifications and Experience:

The Media Consultant should have the following academic qualification, skill and professional experiences:

Education:

- (a) Masters Degree in Mass Communication, Journalism, Media Studies or relevant subject.

Experience:

- At least 8 years experience in media and communication and managing public education program creation or mass media activities or mass communication;

preferably but not exclusively in developing countries with a comprehensive and indepth expertise in development project implementation.

- At least 5 years experience in the mass media development and multiplication.
- Demonstrated experience in building constructive relationships between Government agencies, civil society and other stakeholders;
- Proven experience to develop strategic documents like Standard Operating Procedure for Media and Communication and Advocacy Strategy ;
- Proven experience to develop storyline, documentary and photostory as well;
- Skill in writing and editing reports, news items, case studies, speeches and related publications;
- Proven experience in design and conduct training on media, communication and educational campaign issues;
- Demonstrated experience in applying participatory methods and conflict mitigation;
- Experience of working in development sector.

Specific Abilities and Skills:

- Strong team player with the ability to work in a high-pressure environment;
- Understanding of local communities and the national political system;
- Ability to communicate policy, technical, and financial issues effectively and concisely both orally and in writing;
- Innovative and open-minded approach to all aspects of work;
- Strong interpersonal communicative skills, experience in team leadership and participatory management;
- Capacity to think creatively in dealing with policy and operational issues while maintaining a strong client and results orientations;
- Strong written and oral communication skills, demonstrated ability of making effective presentations to diverse audiences;
- Fluency in English and Bangla Language and Computer literacy (MS Word, Excel and internet) ;

6. Institutional Arrangements:

The Consultant will work closely with the Project Management Unit (PMU) of RTIP2 (AF), LGED and coordinate all relevant works with other units of LGED. The consultant will sit in PMU office or in arm's length from the Project Director to whom s/he will be reporting on a day to day basis. S/he will work in close collaboration with the other staff in the PMU.

7. Reporting Requirements

The Consultant will need to produce the following:

No	Description	Reporting Time
1	Publication of quarterly newsletter	Quarterly Basis
2	Develop audio visual Materials	Whenever necessary
3	Publish successful stories on project results/impacts	Whenever necessary
4	Organize workshops and seminars on project outputs with video clips	Whenever necessary
5	Update project and LGED website	Regular basis
6	Mapping of local development activities in the 18 districts	Whenever necessary

No	Description	Reporting Time
	of influence, with specific attention to priority areas of stakeholders;	
7	Preparing summary reports documenting the methodology and outcomes of all public scoping and consultation meetings, including implementation of social and environmental safeguards.	Whenever necessary

8. Responsibilities of the contracting party

RTIP-2 (AF) will provide office space and relevant institutional support needed to carry out the assignment. The contracting authority will provide all relevant reports, maps, data and studies as are available. The Employer will provide any other assistance not readily available that the consultant may reasonably request, including liaison with the other agencies and LGED units concerned.