

Terms of Reference

National C&V Coordinator

| Position description | |
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| Function | National C&V Coordinator |
| Name | |
| Budget & Activity name & number | Improving and monitoring the communication & visibility (C&V) of the MASAR project at national level. Budget line: KL |
| Project background | <p>The conflict that erupted in Syria in 2011 has resulted in what is now the largest refugee crisis in the world. More than 5.6 million Syrian refugees are registered in neighbouring countries, primarily Turkey (3 million), Lebanon (1 million), Jordan (650,000), and Iraq (250,000). Aside from being a humanitarian disaster, the refugee crisis puts heavy weight on the communities in which refugees reside. From service delivery to housing, infrastructure, waste management or local economies, the mass influx of refugees presents many challenges to communities. Local or subnational governments are often the actors responsible for responding to these challenges.</p> <p>This is why MASAR for Local Governments seeks to strengthen the long-term resilience of subnational governments and their host, refugee and IDP populations to deal with displacement. Financed by the EU's Regional Trust Fund in Response to the Syrian Crisis ("MADAD"), the project targets those areas most heavily affected by the Syrian refugee crisis. By focusing on improving service delivery, area-based planning and facilitating better access to municipal investment, the project seeks to help local and subnational governments develop sustainable long-term solutions to the challenges they face.</p> <p>The overall aim of the MASAR programme is to strengthen the long-term resilience of targeted subnational governments and their host, refugee and IDP populations to deal with displacement. Subnational governments in Iraq and Lebanon have been the first to be confronted by the repercussions of the Syrian refugee crisis: increased pressure on local services, competition for local employment opportunities, corroding social cohesion, faster urbanisation trends, rent-seeking behaviour and inflation due to externally injected funds in the local economy, and so forth.</p> <p>MASAR for Local Governments consists of two relatively autonomous programmes in Lebanon (Akkar, Baalbek-Hermel, and the coastal plain north of Tripoli) and Iraq (Dohuk in the Kurdistan Region of Iraq and the Ninewah plain in Federal Iraq), each with their own specific activities. Amongst others, activities focus on the development of emergency scenarios, strategic planning, capacity development in the areas of procurement and service delivery, technical assistance to help local governments attract municipal investment projects, as well as other activities</p> |

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| | <p>focused on improving service delivery and creating economic opportunities for host, refugee and IDP populations. In doing so we target municipal and governorate bodies.</p> <p>MASAR has three objectives:</p> <ul style="list-style-type: none"> • To improve the capacities of subnational governments to engage in holistic, area-based planning and consider different scenarios that respond to the needs of host, refugee and IDP populations. • To improve service delivery to generate greater social stability outcomes, based on the needs of host, refugee and IDP populations. • To empower subnational governments and service providers to facilitate local economic development and to have better access to municipal investment that benefit the extension of safe public services and create economic opportunities for host, refugee and IDP populations. <p>MASAR is implemented by VNG International along with the Polish Center for International Aid (Polish acronym PCPM), the Catalan Agency for Development Cooperation (Catalan acronym ACCD), and the Local Government Denmark (Danish acronym KL).</p> <p>The project will end on 18 December 2022.</p> |
| <p>Specific background materials</p> | <ul style="list-style-type: none"> • MASAR Communication and Visibility Plan • MASAR C&V Scale-up Plan 2022 • Guideline: Communication and Visibility in EU-financed external actions • MASAR project description and latest Annual Report |
| <p>Aim of this assignment</p> | <p>The C&V Coordinator will support the project in all communication, visibility, and outreach activities. This assignment is informed by:</p> <ul style="list-style-type: none"> • The request from the EU to step up the communication and visibility efforts of MASAR in the final year of the project, so that it can demonstrate its contribution to respectively Iraq and Lebanon and support our efforts for policy uptake and sustainability; • The desire of the MASAR consortium to: <ul style="list-style-type: none"> ○ demonstrate results and impact of the project ○ complement efforts for policy uptake and behavioural change ○ enhance sustainability of change delivered through the project ○ recognise the EU as donor of the project <p>The specific aim of this assignment is to ensure communication and information on and visibility of project activities in accordance with the EU's and project's C&V guidelines. Under the leadership of the MASAR C&V focal person in The Hague, the National C&V Coordinator will steer and monitor C&V activities in the country of operation, and will support the project teams of the MASAR consortium members in delivering and tracking C&V efforts.</p> |
| <p>Key Responsibilities</p> | <p>Key responsibilities of the National C&V Coordinator will include:</p> <ul style="list-style-type: none"> • Strengthen the EU's visibility by increasing visibility of MASAR activities and projects. |

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| | <ul style="list-style-type: none"> • Coordination of C&V tasks of the project, in close collaboration with the C&V Focal Point in at VNG International HQs in The Hague. • Coordinate with MASAR partners on Area of Intervention specific C&V activities and promoting compliance with EU requirement and consistency. • Effectively implement project C&V strategy already developed by the project. • Prepare information and practical illustrations for media/project partners about MASAR results and activities. • Ensure preparation of all printed and audio-visual visibility materials in coordination with service providers and in line with C&V strategy and plan. • Ensure EU-clearance of C&V content and products where appropriate, in line with the EU guideline on Communication and Visibility. • Monitoring of C&V and preparing reports on this. |
| <p>Main activities and tasks</p> | <ul style="list-style-type: none"> • Support project partners in drafting press releases, newsletter updates, and social media posts. • Support project partners in the organisation of events and activities as set out in the MASAR C&V Scale-up Plan 2022. • Advise partners on activities with a communication component, such as behavioural change campaigns. • Provision of content materials for an interactive MASAR Roadmap demonstrating the change delivered by the project (design of the Roadmap itself is coordinated from VNG International HQs in The Hague, and content produced in the countries of implementation). • Identify opportunities and methods for increased visibility and raise these with the MASAR C&V focal person in The Hague and the MASAR Team Leader. • Contribute to the sustainability of interventions through the development of project visibility materials, such as: <ul style="list-style-type: none"> ○ Videos; ○ Project fiches; ○ Updated area of intervention profiles; ○ Witness testimonies. • Ensuring quality control of all information released, as well as compliance with C&V guidelines on logo use etc.. • Planning visibility and communication expenses, in cooperation with the MASAR C&V focal person in The Hague, and consortium members where appropriate. • Respond to communication-related issues and requests in a timely manner. • Act as a focal point for media and the general public. |
| <p>Outputs / Deliverables</p> | <ul style="list-style-type: none"> • Implementation of the C&V Scale-up Plan. • Continuous presentation of the project in media and social media. • Maintenance of lines of communication with stakeholders, in coordination with the MASAR C&V focal person and MASAR Team Leader. • Tracking C&V efforts incl. documenting products, links, and audience reached. • Updates on C&V progress. |

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| | <ul style="list-style-type: none"> • Compilation of the C&V-component of MASAR project quarterly reports and final report to the EU, for the country in which the National C&V Coordinator is responsible. |
| Reporting requirements | The National C&V Coordinator will report to the MASAR focal person in The Hague. S/He will work in close collaboration with the MASAR Team Leader, and the Front Officers and project staff on the ground to ensure alignment of the activities. |
| Minimum qualifications | <p>Education:</p> <ul style="list-style-type: none"> • Relevant completed Bachelor or Master degree, for example in communications or public relations. <p>Professional Experience:</p> <ul style="list-style-type: none"> • Over 5 years of communications working experience, preferably in the context of projects financed by the European union or international donors; • Preferably knowledge of communication and visibility guidelines of the European Union; • Preferably knowledge about reporting and monitoring tools of communication, in particular experienced in EU communications reporting; • Strong capacity to communicate orally and in writing in both English and local languages; • Ability to interact effectively with various government, media, or non-governmental stakeholders including in areas relevant to MASAR such as local governance. |

Terms and Conditions

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| Period of the assignment | Fee based contract from April 2022 until the end of the project (18 December 2022), with a total of 50 working days. |
| Location of the Assignment | Home-based (online) and at project office, with occasional trips to MASAR locations of implementation. |
| Relevant contact details | <p>MASAR C&V Focal Point: Mathijs.Kuppen@VNG.nl</p> <p>MASAR Team Leader: Michel.Ligthart@VNG.nl</p> <p>MASAR Project Director: Monique.Vanes@VNG.nl</p> |