

**Terms of Reference (TOR)**  
**Selection of Individual Consultant**  
**Communications Expert, DoE**  
**Building Climate Resilient Livelihoods in**  
**Vulnerable Landscapes in Bangladesh- BCRL Project**

**1. Background of the Project**

Bangladesh Government (GoB) led by the public institutions viz. Department of Agricultural Extension (DAE), and Department of Environment (DoE) with technical support from Food and Agriculture Organization of the United Nations (FAO) has been implementing a US\$ 8.93 million project entitled Building Climate Resilient Livelihoods in Vulnerable Landscapes in Bangladesh (BCRL) Project during FY2023-2024 to FY2027-2028. The overarching objective of this project is to improve the resilience of people, communities, and ecosystems to climate change, and improve livelihoods through increased value addition in the agricultural food systems of Bangladesh. The project will target three different landscapes across some of Bangladesh's most vulnerable geographies, covering drought-impacted zone in the northwest, salinity- and waterlogging-prone coastal areas in the south-west, and extreme rainfall and erosion-prone areas in the south-east (see cross-hatched area in Figure 3). The targeted upazilas are:

- High Barind Tract: Godagari, Nachole and Bholahat upazilas,
- Waterlogged/Saline: Paikgacha, Dumuria, and Batiaghata upazilas
- Chittagong Hill Tracts: Manikchari, Khagrachari Sadar, and Kawkhali upazilas.

The project has 4 major components e.g.

Component 1: Strengthen national capacities for integration of adaptation measures in agriculture sector planning, budgeting, and policy processes,

Component 2: Demonstrate and scale up climate adaptation solutions in targeted landscapes,

Component 3: Scale up investments for climate adaptation in selected value chains, and

Component 4: Enabling effective knowledge management, and monitoring, evaluation and learning (MEL).

The project provisions a 36 man-month consultancy of Communications Expert, recruited by the DoE and based in the PMU, will support all project communication activities and campaigns to improve the resilience of people, communities, and ecosystems to climate change, and improve livelihoods through increased value addition in the agricultural food systems in the BCRL target geographies of the project.

**2. Objectives of the assignment**

In line with the main objective of the project, i.e. to improve the resilience of people, communities, and ecosystems to climate change, and improve livelihoods through increased value addition in the agricultural food systems of Bangladesh, the project provisions for an Individual Consultancy (IC) service package 'Communications Expert' to support all project communication activities and campaigns. S/he will report to the National Project Director-NPD, and design and implementation of project communications strategy, including internal and external communication products to



ensure climate resilient livelihoods in the BCRL target geographies of the project as well as technical backstopping. Specific objectives of this consultancy are as below:

- To design and implementation of project communications strategy,
- To support the effective communication between core project team, FAO, and other project counterparts (including government line departments and agencies) by establishing necessary coordination and communication mechanisms.
- To disseminate regular project updates of project results to all stakeholders, including development partners through electronic and print media.

### **3. Scope of services may be duties and responsibilities**

The Communications Expert, recruited by the DoE and based in the PMU, will support all project communication activities and campaigns in line with promoting climate resilient livelihoods in the BCRL target geographies of the project. S/he will lead implementation of the communication strategy of the project and work closely with all program experts, as required, and liaise with National Project Director and Deputy Project Directors nominated by the Government. Specifically, s/he will be responsible for performing the following tasks:

- Assist the National Project Director in all communication-related activities of the project;
- Coordinate the design and implementation of project communications strategy, including internal and external communication products;
- Draft text, Power point presentations, press releases, and graphical materials as required by MoEFCC, DAE, and DoE for project activities.
- Support the effective communication between core project team, FAO, and other project counterparts (including government line departments and agencies) by establishing necessary coordination and communication mechanisms;
- Prepare and disseminate regular project updates via newsletters or project briefs to all stakeholders, including development partners;
- Coordinate with journalists and publications in Bangladesh on briefings and invites for project events, and monitor media for news on project or project activities;
- Coordinate with Regional Project Coordinators and other sub-national project staff for updates and stories on project activities and photos;
- Provide inputs to the preparation of project reports (biannual project progress reports, project implementation reviews and project terminal report, annual work plan and budget, co-financing reports);
- Prepare communication materials and ensure the visibility of the project activities in social media
- Translate English to Bangla and vice versa
- Assist in organization of workshops, field visits, meetings, and consultations, and review and lay out material (agenda, concept notes, meeting minutes or proceedings) prepared for the same;
- Participate in field missions, and in drafting mission summaries;
- Liaise with DAE, DoE and FAO officials during implementing the project activities;
- Provide translation services for project activities and documents, where required;
- Any other task as assigned by the NPD, DPD-DoE, and DPD-DAE.



#### **4. Transfer of knowledge (Training), where appropriate**

The consultant shall produce new knowledge based on implementation of project activities, with special focus of communications and outreach of technical activities related to climate change adaptation (CCA). The DoE and DAE personnel who will be engaged in the process, as counterpart officials, will be part of the on-the-job trainings and gains new knowledge and capacity.

#### **5. List of reports, schedule of deliveries, period of performance**

- Inception report and work plan
- Development of the Communications strategy for the BCRL project and DoE & DAE as lead agencies for ensuring climate change adaptation (CCA) and climate-resilient livelihoods.
- Quarterly reports on implementation of Communication Strategy and specific program with concerned stakeholders. These reports will cover communication materials developed for the project including newsletters, success stories, photos, news and print media releases, social media and websites etc.
- Assist in developing reports on national and sub-national workshops and trainings in support of climate resilient agriculture. Furthermore, develop need-based reports, case studies, technical publications, innovative financing instruments, communications and advocacy materials etc.
- Monthly progress report

#### **6. Data, personnel, facilities and local services to be provided by the client**

The National Project Director (NPD) will provide necessary information as per requirement of the consultancy. NPD will also inform the cost centres of DoE and DAE to provide arrangements for necessary data and documents as needed for the preparation of reports by the consultant. The consulting will engage enumerators, staffs and experts for field data collection if required.

#### **7. Institutional arrangements**

The consultant will be based at the BCRL PMU in Dhaka and will report directly to the National Project Director, BCRL Project, DoE, Agargaon, Dhaka, Bangladesh. The Individual Consultant will work closely with other consultants working at the PMU. The consultant is expected to undertake the activities (scope of services) mentioned in the TOR in order to achieve the stated objectives. Under this consultancy travels are being envisaged. However, travels necessary for the exigencies of services to achieve the desired objectives, may be undertaken but with prior permission of the NPD and in such cases only the actual costs will be reimbursement.

The deliverables will be submitted in electronic and hardcopy form on time by the consultant to the NPD, BCRL Project, DoE, Dhaka Bangladesh.

## 8. Qualification and Experience Requirements

- Minimum bachelor's degree in English, communications, journalism or other related field;
- Five years of relevant experience in communications and advocacy for internationally or bilaterally funded projects;
- Excellent knowledge of MS-Office;
- Good knowledge of software such as InDesign and Adobe Photoshop preferred;
- Experience and proven relationship with Bangladesh media;
- Fluency in English and sound ability to produce communication and advocacy materials in English.

## 9. Duration

The Consultancy services shall commence for 36 months starting from the date of appointment.



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Building Climate Resilient Livelihoods in

Vulnerable Landscapes in Bangladesh-BCRL Project

And

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