



GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

**MINISTRY OF ROAD TRANSPORT AND BRIDGES
ROAD TRANSPORT AND HIGHWAYS DIVISION
ROADS AND HIGHWAYS DEPARTMENT**

TERMS OF REFERENCE

PACKAGE-SD 07

COMMUNICATION SPECIALIST (NATIONAL)

FOR

Host and Rohingya Enhancement of Lives Project (HELP)

**CONSTRUCTION AND IMPROVEMENT OF 03(THREE) ROADS TARGETING HOST
COMMUNITY UNDER BANDARBAN ROAD DIVISION**

MARCH 2025

Host and Rohingya Enhancement of Lives Project (HELP)
(Construction & Improvement of Three Roads Targeting Host Community Under
Bandarban Road Division)

Terms of Reference (TOR)

Position: Communication Specialist
Package no: SD 07

A. Background

Bangladesh has been coping with the presence of around one million Forcibly Displaced Myanmar Nationals (FDMNs) since 2017, which has resulted in a protracted crisis requiring longer term support to host and Rohingya communities. The Government of the People's Republic of Bangladesh (GoB) has received credit and grant from the International Development Association (IDA) for the Host and Rohingya Enhancement of Lives Project (HELP). The objective of the project is to improve access to basic services and enhance disaster and climate resilience of the host communities and FDMNs. HELP is comprised of four components:

1. Resilient water, sanitation, and hygiene (WASH)
2. Climate and disaster resilient infrastructure, energy, and emergency response
 - 2.1. Rural Infrastructure Development
 - 2.2. Rural Roads Improvement
 - 2.3. Renewable Energy
3. Strengthening institutional systems to enhance service provision and support resilient development
 - 3.1. Capacity Building and Technical Assistance
 - 3.2. Host Communities and FDMN Awareness Raising and Skills Building Programs
 - 3.3. Reinforcement of Emergency Management Capacity
 - 3.4. Technology-driven Monitoring and Evaluation and Project Management
4. Contingent Emergency Response

The Project Implementation Unit (PIU) is mandated to manage the project in keeping with the Borrower's obligation to use the project fund with due regard to economy and efficiency and only for the purpose for which project financing was provided. RHD intends to apply a part of the project financing to hire a Communication Consultant following the World Bank Procurement Regulations.

The project will be implemented in accordance with the World Bank Environmental and Social Framework (ESF). Environmental and Social Commitment Plan (ESCP); Environmental and Social Management Framework (ESMF); Labor Management Procedures (LMP), Gender and Sexual Exploitation and Abuse/ Sexual Harassment (SEA/SH) Action Plan and Stakeholder Engagement Plan (SEP) and Small Ethnic Community Planning Framework (SECPF) will be key documents for the project to adhere to (current links are draft versions).

Project activities will include various works for rural road improvement, such as earthwork, embankment fulling, construction of pavements, protective work, and installation of signals and road markings and posts.

B. Objective

The RHD PIU intends to hire a senior social development consultant/communication consultant under the Selection for Individual Consultant (with Open market approach) following World Bank Procurement Regulation July 2016 (Revised in November 2017) for services to implement communication-related tasks under the project.

The Consultant will take a systemic approach to stakeholder engagement by finalizing and implementing the Stakeholder Engagement Plan (SEP) for the project. The Specialist will finalize

and implement a SEP proportional to the scale and complexity of the project and its associated risks and impacts in close coordination with PIU members following a four-step approach:

- Review all present and past Environmental and social materials mainly SEP generated by the borrower in developing the strategy (determine areas for integration with other existing strategies)
- determine the extent to which existing SEP can be utilized and incorporated in the updating of SEP as part of the detailed design.
- Coordinate and manage the preparation, publication and dissemination of information of the project in coordination and collaboration with RHD. This shall include helping to determine the best medium and communication tools to be used to achieve dissemination goals and target audiences.
- Produce public relations materials; edit all complex communication meant for public consumption, as well as facilitate and assist with the planning, publicizing, and carrying out special complex events. This should also be inclusive of, but not be restricted to, press kits, factsheets, brochures and graphics.
- Conduct regular consultation with the relevant stakeholders including project affected people, ethnic communities, NGO, local government, contractors etc.
- Participate in relevant trainings and workshops; organize and facilitate trainings and workshops as necessary.
- Provide inputs with the progress/monitoring reports as required by the ESCP
- Regularly coordinate with the PIUs, firms and World Bank
- Assist in tracking and effectively communicating the results and impact on projects interventions via web-based tools or any other means for effective reporting and demonstration of project's value impact.
- Report and provide feedback to the PIU on project strategies, activities, progress and challenges.
- Prepare quarterly reports including narrative, status, financial on progress for management, Project Implementation Unit and other relevant bodies, in accordance with approved reporting formats for the project.
- Assist with development of instruments that may be used for beneficiary feedback and citizen engagement
- Work with the PIU and World bank to define the citizen engagement/GRM tools they are using and prepare a strategy with outreach and consultations to project beneficiaries under the project to confirm their use of the citizen engagement/GRM tools
- Any other related duty as assigned.

In undertaking the assignment, the Communication Specialist will work closely and collaborate with the Technical Team of the World Bank, PIU, relevant line Ministries and Agencies, primary project beneficiaries, stakeholders, and the RHD.

C. Scope of Consultant's Assignment

He/she will undertake the following activities (amongst others, as per need):

- Stakeholder mapping and analysis and initial consultations: identify key stakeholders, classified into project affected and other interested parties, and support initial consultations.
- Initial stakeholder mapping and analysis based on desk review and initial consultations. The stakeholder identification should cover wider area than the project will affect if a location has not yet been identified.
- Identify key stakeholders and classify them into affected parties and other interested parties.
- Identify those project-affected parties (individuals or groups) who, because of their circumstances, may be disadvantaged or vulnerable, and due to their characteristics, may be more likely to be adversely affected by the project impacts or more limited than others in their ability to take advantage of the project's benefits.
- Ensure that the stakeholder mapping is both gender- and age-sensitive.
- The Consultant should work in coordination with the Gender/GBV Consultant and Social Development Consultant to take a gender-sensitive approach to communication and stakeholder engagement, and engage effectively with female stakeholders so that any

issues with gender parity and women participation are addressed and GBV analysis can be strengthened.

D. Key Qualifications:

Academic Qualifications and Professional Experience of the Consultant:

a) Educational Qualification

- Masters' degree in Social Sciences, Development Studies, or a similar discipline.

b) Experience

- At least 5 years of experience in the field of social development, including extensive experience in stakeholder consultation, communication, mobilization, engagement, policy and advocacy work etc.
- Experience in conducting focus group discussions and participatory approaches of engagement such as PRA and in working with groups with low literacy levels.
- Sound knowledge of E&S requirements of international banks; knowledge of World Bank procedures will be a plus
- Ability to work independently and undertake the field assignments.
- Proven ability to work in a collaborative, team environment.
- Written and oral fluency in English required.
- Demonstrated computer user skills (e.g., desktop application MS Office such as Word, Excel, and Power Point).

E. Duration of the Assignment

The Consultant shall perform the Services for 24 months or Intermittent input for 24 months, whichever is earlier. However, the duration will depend on performance of the individual in this position.

F. Institutional Arrangement

The Consultant will be responsible to the PD. She/he will assist PD to ensure that all communication related reporting is completed on time to enable the Project to meet the deadlines of various GoB authorities and the World Bank. The Consultant will submit the field visit report frequently along with the recommendation for further improvement so that ESMP is properly followed in the field.

The PIU will provide necessary assistance to the Consultant in carrying out their activities under the project. The PIU will provide necessary office accommodation, logistic services, consumables and other things or related services required for smooth execution of his services. The PIU will provide necessary assistance to carry field trips if necessary.

G. Remuneration

The Consultant will be paid a negotiable consolidated remuneration inclusive of all applicable Taxes and VAT as per law of Bangladesh.

H. Procurement/ Hiring method

The Consultant will be selected following the "Selection of Individual Consultant (SIC)" method of **World Bank Procurement Regulation (PR), September 2023**.