

COMMUNICATIONS LEAD

Type of Employment :	Salary:
Reports to: Executive Director PSTIU	Date Required: June 15 th 2017

Strategic Public Sector Transformation Project

This is a project that is financed through a loan from the World Bank and is being implemented by the Ministry of Finance and Planning. The Project Development Objective (PDO) is to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for private sector growth. The project has five (5) main components:

- Component I. : Strengthening the Public Investment Management System (PIMS)*
- Component II. : Strengthening the Budget Preparation Process and Results Based Budgeting (RBB)*
- Component III. : Adaptive Public Sector Approaches to Promote Fiscal Sustainability*
- Component IV. : Strengthening Property Tax Compliance and Administration.*
- Component V. : Fostering Industrial Growth and Trade Facilitation*
- Component VI. : Project Management*

Executing Agency and Beneficiary

The executing agency will be the Ministry of Finance and Planning (MOFP), and it will also be the main beneficiary of many of the activities proposed by the Loan. The Project Implementation Unit (PIU) that will be established within the MOF will be responsible for implementing the project. Institutional arrangements have been designed and an implementation support plan is in place to ensure that if capacity problems arise, these will be addressed promptly. MOFP will coordinate activities across other beneficiaries of the Project which are mainly executive agencies and divisions spread across Ministries.

Public Sector Transformation Implementation Unit at the Office Of The Prime Minister

The Government is committed to enhancing the efficiency, quality and cost effectiveness of public services. An action plan for public sector transformation has been approved to include: Merging, divesting, and outsourcing government functions which are better performed by the private sector; the introduction of shared services for communications, human resource management and asset management, and centralized legal services; strengthen the financial reporting requirements on those entities that remain; and ensure, where required, that a well-structured transition plans are in place. In order to achieve these objectives a Project Implementation Unit is to be established at the Office of the Prime Minister. To this end, the Ministry is seeking to secure the services of the following full time project staff:

1. SERVICES REQUIRED

The Government of Jamaica (GoJ), through the Ministry of Finance and the Public Service, is seeking a Communication Consultant to provide expertise to assist the Public Sector Transformation Implementation Unit in undertaking its programme of work.

2. BACKGROUND

- 2.1 Eliminating the fiscal deficit is imperative to reducing the debt burden, restoring fiscal sustainability, and facilitating growth. It is also essential to improve public sector efficiency and service delivery.
- 2.2 The Public Sector Transformation Implementation Unit was recently established to ensure that the Government of Jamaica is able to achieve the commitments contained in the IMF Stand By Arrangement.
- 2.3 Additionally, the GOJ has embarked on a programme to transform the management of human resources in the public sector as part of the overall transformation programme in the public sector. This includes the implementation of an integrated HR and payroll system, HR Shared Services, and the action plan for mergers and divestments.

3. ASSIGNMENT OBJECTIVE

The Communication Consultant is required to develop the communication strategy and design and implement a holistic communication plan to support the transformation programme.

4. CHARACTERISTICS OF THE CONSULTANCY

- 4.1 Type of Consultancy: Individual Consultant
- 4.2 Place of Work: Jamaica

5. SCOPE OF WORK

The Communication Consultant will be expected to:

- Develop and implement the communication strategy and plan to support the successful transition to the new HR Operating Model; the implementation of MyHR+; and achieving the objectives of the Action Plan for mergers and divestments
- Manage and the direct the Communication Unit including coordination of all aspects of media relations and public relations activities
- Determine the communication processes, channels and tools to be used across the transformation programme
- Manage the sourcing and contracting with external third parties for the production of communication materials and the delivery of communication services
- Manage third party suppliers and maintain effective contract control. This may include negotiation and issue management with external agencies.

- Support the Transformation Project Managers and Consultants with their communication to ensure coherence across the GOJ HR landscape
- Ensure that project risks, issues, changes, quality management and communication, are defined and maintained professionally
- Manage assigned budget and resources

6. METHODOLOGY

The Consultant is expected to use accepted and proven methodologies for carrying out the assignment.

The Consultant will develop and supply deliverables as specified in this TOR.

7. DELIVERABLES

The deliverables under this project are as specified in the table below.

Key Deliverables	Performance Standard
Work plan in a format agreed with the Executive Director – Public Sector Transformation Implementation Unit	Tasks and activities defined; task durations defined; resources defined; milestones defined; dependencies defined. Covers all phases from conception to benefits realisation, including prioritisation, resource planning and business cutover/transition
Communication strategy	Requirement for communication defined; objectives of communication work stream defined. Stakeholders mapped.
Communication plan	Communication and engagement plan developed
Communication events and activities	Communication events and/or activities successfully delivered in accordance with plan.
Monitoring and Evaluation Framework	Development of framework to measure impact of communication and related activities

8. COORDINATION AND REPORTING

The Communication Consultant will report to the Executive Director – Public Sector Transformation Implementation Unit and will be required to submit monthly reports on the deliverables.

9. EXPERTISE REQUIRED

9.1 The Communication Consultant will be an experienced individual with demonstrable capabilities in implementing effective communication strategies, advanced knowledge of communication principles and methodologies

9.2 The Communication Consultant is expected to have a thorough understanding of issues regarding public sector transformation in Jamaica

9.3 The Communication Consultant will be expected to have conducted similar assignments and will be expected to have the following minimum qualifications:

9.3.1 Education and Experience

- University Degree in Communications, Public Relations or related field
- 10 years' experience in public sector communication
- three years' experience in Change Management

9.4 The Communication Consultant will be expected to demonstrate the following competencies:

- A solid understanding of communication principles and approaches
- Experience and knowledge of change management principles and methodologies and the role of effective communication and stakeholder engagement in change management
- Excellent communication skills
- Able to work effectively at all levels in an organisation
- Strong negotiating skills
- Experience with large-scale organisational change effort.
- Advanced planning and organisational skills and analytical skills
- Strong interpersonal and relationship building skills
- Ability to work effectively as a team player in a dynamic environment
- Familiarity with project management approaches, tools and phases of the project lifecycle
- Proficiency in using the Microsoft Office Suite of software

10. LOCATION AND SUPPORT

- a. The Communication Consultant will be provided with offices in Kingston, Jamaica, as well as administrative support, and any other assistance as may be reasonably required to undertake the duties identified in this TOR.
- b. The Communication Consultant must be able to participate in project activities during business hours, as well as non-business hours on a regular basis as the position demands.
- c. Travel will be required for the purpose of site visits, client and stakeholder meetings, and off-site personnel/ management.

11. COMMENCEMENT DATE AND PERIOD OF EXECUTION

The Communication Consultant must be prepared to commence the assignment by 01 April.