

**Assam Integrated River Basin Management Project (AIRBMP)**  
**Terms of Reference for Communications Specialist**

**A. Background of Project:**

Assam faces some of the most daunting water resource settings found anywhere in the world. Various initiatives are underway through internally funded state department programs and in cooperation with international partners to address these issues. Despite the immense potential of its water resources, Assam has not been able to either fully manage floods, erosion and wetland degradation or make fuller productive use of these resources. The specter of climate change that could bring an increase in the intensity and frequency of extreme events makes finding new and innovative long-term solutions and responses even more imperative to be identified and implemented.

**B.** Therefore, The Government of Assam (GoA) proposes to associate with the World Bank for development of an integrated approach for river basin management in Assam. Water Resources Department, Government of Assam thus has applied through Government of India for financing from the World Bank towards the cost of the **Assam Integrated River Basin Management Project (AIRBMP)**. The proposed World Bank investment project would help lay the foundation for finalizing and implementing a pragmatic integrated basin flood, erosion and sediments management approach for several tributaries in the Brahmaputra and Barak basins. While details of project components and specific activities will be developed during project preparation, it is proposed that the project would aim to establish the core platform for engaging in a systematic manner on overall flood and erosion management in Assam. The Project will thus also focus on technical capacity building, and systems development for improved water resource and flood/erosion management and equipping water resources management institutions with modern analytical tools, to upgrade overall planning and design of programs, and their implementation. The project shall be implemented by the SPV-Flood & River Erosion Management Agency of Assam (FREMAA) under the Assam Water Resource Department.

**C.** The **Project Development Objective** of the project is to strengthen institutional capacity for water resources planning and management, to build resilience to flood and erosion risks, improve integrated water resources management and development and improve productive water use and manage flood and erosion risks in selected areas of the Brahmaputra-Barak system in Assam. Details of project components and specific activities will be developed during project preparation. It is proposed that the project would aim to establish the core platform for engaging in a systematic manner on overall flood and erosion management in Assam. The **Project components** are as described below:

Component 1 – Institutional Strengthening.

Component 2 – Integrated River Basin Planning and Demonstrative Investments.

Component 3 – Flood and Erosion Management.

Component 4 – Project Management

## Component 5 – Contingency Emergency Response Component (CERC)

### **D. Need for Communications in AIRBMP Project:**

It is envisaged that the AIRBMP will require ongoing and proactive communications and outreach to a range of stakeholders, in order to derive support and public participations in the activities of the project. FREMAA desires to engage the services of the Communication Specialist to lead its communications agenda of promoting and advocating the works of the project in relation to its various stakeholders; and to mobilize participation as needed.

**E.** The project shall be implemented by the SPV-Flood & River Erosion Management Agency of Assam (FREMAA) the implementing agency, Government of Assam, under the Assam State Water Resource Department. FREMAA now invites applications from eligible Indian citizens to provide the Services of Communication Specialist. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Scope of work and eligibility criteria is as follows:

### **F. Scope of Work**

- **Communications Strategy:** Develop and oversee the implementation of a comprehensive communication strategy for the AIRBM project, and the associated work plan.
- **Development of Communication Collaterals:** Coordinate the development of content for a wide variety of communications materials, (including but not limited to television, radio and print mass media, website, social media channels, newsletters etc,) as per the approach laid out in the Communications Strategy.
- **Media relations:** Managing on a day-to-day basis the project interface with the media. Specific tasks are expected to include:
  - Develop, maintain and update a media contact list/database.
  - Drafting press releases, media advisories, talking points for media interviews etc
  - Organizing press conferences and media site visits; coordinating interviews etc with an aim to ensuring rapid and accurate dissemination of information and showcasing achievements related to the Project.
  - Daily media monitoring for articles relevant to the program.
- **Building Partnerships:** Build partnerships and synergies with corporates/donor agencies/civil society organizations /media houses etc to further the goals of the AIRBM project's outreach strategy to stakeholders.
- **Web & Social media:** Develop and manage the information related to AIRBMP in the FREMAA and Water Resources Department's website and other social media channels, providing assurance of quality, tone and consistency of core messaging.
- **Special events:** Lead the preparation of advocacy/dissemination activities, exhibitions, workshops, Seminars, etc. as necessary
- **Functional Management:**
  - Identify, recruit or hire and supervise technical resources and consultants as necessary and as agreed with authorizing officials.
  - Plan and monitor the use of communication budgetary resources.
- **Monitoring and evaluation:** Conduct timely and accurate monitoring and evaluation of communications activities undertaken to ensure the objectives are met and the strategy is effective.

- **Capacity building and support:** Providing media skill building support to Department staff to build in-house capacity for communicating with stakeholders

#### **G. Qualification Requirements:**

- Post Graduate Degree from a recognized institution in Communications, Development Communications, Mass Communications or Journalism; Social work or Sociology with a minimum of 60% marks.
- Minimum five (05) or more years of experience in corporate communications, public relations, development communications or journalism with 2-3 years or more experience working with multi-lateral agencies/projects.
- Excellent written and verbal communication skills in both English, Assamese and Hindi;
- Demonstrated knowledge and expertise in crafting and delivering messages to diverse stakeholders.
- Experience in managing development of print, audio/visual, advertising and promotional communication products;
- Good Information and Technology skills, e.g. word processing, power point and other communications and publishing applications;
- Excellent interpersonal and communication skills and demonstrated ability to effectively interact and collaborate with people in multidisciplinary teams as well as work across departments, divisions and institutions;
- Experience in managing new social media channels.

#### **H. Duration of Assignment**

The duration shall be for minimum period of one year, to be reviewed and renewed based on performance and work requirement. The consultant shall be based full time at the WRD/FREMAA project office in Guwahati and must be willing to travel extensively in other districts of Assam to different project sites.

#### **I. Travel Requirements**

The Specialist will be required to undertake field-visits and tours as per the project requirements.

#### **J. Reporting and Performance Review**

The Specialist will report to the Project Director of WRD/FREMAA. The work and performance of the Specialist shall be reviewed by the project director on a periodic basis.

#### **K. Facilities to be provided by the Client (WRD/FREMAA)**

FREMAA/WRD will provide the team with the following facilities and services:

- Office space including furniture and utilities.
- Access to all reports, studies, data, photographs, maps, and institutions relating to the works, access to all sites for surveys and investigations.
- Counterpart staff to work with.

- All day to day office travel, transportation, and accommodation arrangements will lie entirely with the consultant. However, in case of necessary travel to field and or outside the PIU office, the Project will provide transportation or travel costs and per diem as per contract. The PIU may provide further reasonable assistance in connection with carrying out his / her responsibilities, upon the request of CS.

**L. Age:**

The Candidate should not be above 45 years as on the last date of this advertisement.

**M. Remuneration:**

Rs 70,000/- to Rs 80,000/- per month (inclusive of local taxes) and will be fixed during negotiations.  
TA/DA and other allowances admissible as per FREMAA norms

**N. Selection Method:**

Selection of the CS will follow the procedures for recruiting Individual Consultants described in the World Bank's Procurement Regulations 2016 (Revised August 2018).