

Terms of Reference and Scope of Services

Communications and Social Specialist

(Contract Ref number XK-KCA-404824-CS-INDV)

The Government of Kosovo GoK has received a credit from the International Development Association (IDA) in the amount of US\$ 16.00 million to finance the Real Estate Cadaster & Geospatial Infrastructure Project, which is expected to be implemented within five years. The proposed Project aims to assist the Government of Kosovo in increasing the transparency and quality of land administration and geospatial data and services. The Kosovo Cadastral Agency (KCA) is the implementing agency for the REGIP project, within which a Project Implementation Unit (PIU) will be established. The PIU is staffed with a Head of PIU, Procurement Specialist, Financial Management Specialist, Communications and Social Specialist, and other technical staff such as GIS/Cadastre expert. The PIU is responsible for day-to-day Project implementation and providing specific technical oversight of project activities. The PIU is responsible for all fiduciary aspects, such as procurement, financial management, monitoring and evaluation, and safeguards under the Project.

I. Introduction

This document outlines the responsibilities, scope of work, and qualifications for the Communications and Social Specialist position at the Kosovo Cadastral Agency (KCA).

II. Objective

The Communications and Social Specialist will develop and implement communication strategies that:

- Align communications with KCA's corporate policies and initiatives.
- Align communication and Social Risk Management activities with the World Bank's Environmental and Social Operational Policies (including OP 4.01. on Environmental Assessment)
- Promote KCA's mission, projects, products, and activities.
- Ensure social inclusiveness of vulnerable groups in property rights utilization.
- Maintain strong relationships with stakeholders.

III. Scope of Work

1. Strategic Communications

- Conduct communication needs assessments for projects, programs, and corporate change initiatives.

- Develop public relations strategies (communications, outreach, media, and digital media) aligned with KCA's mission, projects, products, and activities, considering objectives, policies, and stakeholder needs.
- Integrate communications, advocacy, and outreach plans into proposals for projects, programs, and other initiatives.
- Support KCA in project communication-related activities (e.g., preparing ToRs and participating in evaluation committees).

2. Campaign Management

- Lead the engagement, manage and coordinate external support (public relations agency and specialists)
- Lead the implementation of the REGIP Public Awareness Campaign (PAC) plan, including periodical revisions.
- Oversee the development, production, and dissemination of public information materials through effective channels.
- Identify promotional opportunities, activities, platforms, and partnerships.
- Lead the conceptualisation and organization of events (to promote KCA's work and activities).
- Manage KCA's website and social media accounts

3. Media Relations

- Establish and maintain long-term, sustainable relationships with the media.
- Implement media relations activities (produce media kits, press releases, organize briefings, conferences, interviews, article placement, and guest appearances) to promote KCA's activities.
- Identify newsworthy stories (case studies, success stories, survey results) and leverage media relations to maximize coverage.
- Respond promptly and accurately to media inquiries.

4. Stakeholder Engagement

- Map stakeholders and develop an annual engagement plan.
- Identify vulnerable groups
- Organize workshops, training, meetings, and seminars for various stakeholder groups (to inform, raise awareness, train, and gain support).
- Tailor stakeholder engagement activities for identified vulnerable groups and ensure their meaningful participation in stakeholder engagement activities
- Identify key stakeholders, decision-makers, and develop an annual engagement plan (to promote project outcomes, gain support, and increase participation).

5. Monitoring and Evaluation

- Establish communication performance indicators.
- Measure communication performance using data-driven metrics and analytics.
- Monitor, evaluate, and report on communication performance monthly, as well as propose improvements (to achieve communication objectives).

6. Social Safeguard Policies

- Manage the Project's Grievance Redress Mechanism for addressing grievances, complaints, concerns and other communication related to all activities of the Project, as per the World Bank's Environmental and Social Safeguard Operational Policies
- Promote social inclusion by ensuring inclusion, access to information, and meaningful participation of vulnerable and marginalized groups.
- Avoiding and mitigating adverse risks and impacts on vulnerable and marginalized groups
- Enabling vulnerable and marginalized groups to equally access Project benefits

7. General Component Specific Support

- Promote the Reconstruction of Cadastral Information (RCI) activities plan and design.
- Support gender inclusion efforts within RCI, including the RCI commission.

8. Cooperation

- Collaborate closely with project staff on communication strategies and implementation.
- Coordinate with Municipal Cadastral Offices (MCOs).
- Maintain effective communication and coordination with donors.
- Cooperate with civil society partners on public awareness campaign activities.
- Coordinate and oversee external communication support professionals (PR agency and associates) (to ensure the successful implementation of the campaign's activities).

IV. Required Qualifications

- University degree or Master's degree in communication, social sciences, or a equivalent field.
- Minimum four (4) years of experience in public relations, communication, outreach, or social inclusion.
- Knowledge of the property sector in Kosovo is an advantage.
- Experience working with the World Bank or other international organizations on implementing Social Safeguards is an advantage.
- Proven track record of implementing public information campaigns and diverse stakeholder engagement strategies, including working with civil society and advocacy groups.
- Broad understanding of Kosovo's development issues, socio-political, economic, and cultural context.
- Demonstrated ability to manage media relations and secure favorable media coverage.
- Excellent written, spoken, presentation, and interpersonal skills with the ability to work collaboratively in a multi-stakeholder environment.
- Ability to thrive in a fast-paced, deadline-driven environment, deliver on schedule, and manage others to meet deadlines.
- Fluency in written and spoken English and Albanian is required. Knowledge of Serbian is an advantage.

V. Period of Performance

The Communications and Social Specialist will work full-time and is expected to start in August 2024 and the contract duration is expected to be until the end of the REGIP project (31 August 2025), with the possibility of extension based on the project closing date. The remuneration will be paid based on the monthly rate agreed in the contract. The specialist is expected to commence services upon signing of the contract.

VI. Reporting

The Communications and Social Specialist will report to the head of PIU and submit monthly time sheets to account for the actual days worked during the calendar month.

VII. Selection process

Based on an open call, experienced and qualified individuals will be selected under the provisions of the World Bank's Procurement Regulations for Investment Project Financing (IPF) Borrowers, issued in July 2016, and revised November 2017 and August 2018, based on Selection of Individual Consultants open call competitive.

The Kosovo Cadastral Agency is committed to the principles of equal employment opportunities and makes employment decisions based on merit. We are committed to complying with state laws that provide equal employment opportunity and all laws relating to conditions of employment. The agency wishes to maintain a work environment free of sexual harassment or discrimination based on race, religion, color, national origin, sexual orientation, physical and mental disabilities, marital status, age, or any other condition protected by state law.