

# **Terms of Reference and Scope of Services**

## **Communications / Public Relation 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, expected to be implemented within a five years period. The proposed Project aims to assist the Government of Kosovo to increase the transparency and quality of land administration and geospatial data and services. The Kosovo Cadastral Agency (KCA) is the implementing agency for REGIP project within which a Project Implementation Units (PIU) will be established. The PIU will be staffed with a Head of PIU, Procurement Specialist, Financial Management Specialist, Public Relation and Communication Specialist and other technical staff such as GIS/Cadastre expert, etc. The PIU will be responsible for day-to-day Project implementation and for providing specific technical oversight to project activities. The PIU will be responsible for all fiduciary aspects, such as procurement, financial management, monitoring and evaluation, and safeguards under the Project.

### **Responsibilities of the Communications/Public Relation Specialist**

#### **Objective:**

The Project PR & Communication Specialist will have to ensure communications strategies, media relations, social inclusiveness of vulnerable groups in usage of property rights, and organizational outreach efforts are aligned with corporate communications policies and initiatives.

#### **Scope of Work:**

##### **1- Develops and implements communication and outreach/advocacy strategies and plans:**

- Conduct communication needs assessments, including projects, programs and corporate change initiatives. Studies the objectives, policies and needs of the KCA with the aim of developing public relations strategies that will promote the mission, projects, products and activities of KCA;
- Supports KCA in preparation of TOR's, participation on evaluation committees and similar engagements for the project activities of communications, public awareness, annual surveys etc.;
- Establishes network of cooperators in the zones subject of cadastral reconstructions to actively participate in project implementation.
- Design, develop, and implement communication and outreach/advocacy strategies, including media strategies and developing digital platforms (website, social media ...);
- Integrate communication, advocacy and outreach strategies into proposals for project/programmes and other initiatives;
- Monitor and analyze print and social media and prepare reports;
- Launch corporate and local/regional campaigns and special events

- Identifies vulnerable groups such as women, people from rural area, minor communities and establishes communication channels for these groups.

## **2- Lead the development and dissemination of advocacy materials**

- Develop and produce communication and advocacy instruments and materials, including briefing materials, press releases, and articles and coordinate its dissemination through effective channels;
- Identify and launch information opportunities, activities, approaches and platforms and partners;
- Develop brochures, factsheets, stories from the field to inform media and general public at the regional and national level;
- Lead the engagement and supervision of advertising agencies and other out sourcing communication specialists to produce communication materials (audio/ visual material) and media campaigns.

## **3- Manage media relations**

- Lead relationship building with press in country; maintain and update database of relevant press;
- Respond timely and clearly to media inquiries and to a variety of inquiries and information requests; prepare related correspondence; identify topics, background information, news-related development and coverage of interest;
- Organize roundtable discussions, press conferences, and briefing sessions with press.

## **4- Training and Awareness Workshops & Seminars' organization:**

- The PR & communication specialist should prepare annual work plan for workshops, trainings, meetings and seminars that will be conducted regularly and who are the targeted groups and organize all the logistics related to these events
- Prepare annual work plan and gather focal points and decision makers in seminars to introduce the results of the implemented projects and increase the circle of participation within different sectors.

## **5- Monitoring and evaluation:**

- Awareness baselines are established against which the achievement of objectives of the awareness strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.
- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
- Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
- Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with the project.

## **6- Social Safeguard Policies**

- Maintenance of Grievance redress mechanism (Safeguards)
- Social inclusion: gender, minorities.

## **7- General component specific support**

- Promotion of CR activities plan and design
- Gender inclusion in CR including CR commission

## **8- Cooperation**

- Implementation and information of e-services, geospatial data understanding and usage/
- Coordination with MCOs, Donor coordination.
- Outbound publications highlighting KCA and REGIP achievements.
- The PR & Outreach officer will have to work closely with all project officers on a daily basis.
- He / She will maintain close interaction with communications and program staff, and with entities associated with communications and conservation work within and outside the governmental sectors as well as residential and commercial sectors.

## **9- Required Qualifications**

- University degree or Master degree in communication or social sciences.
- At least four (4) years working experience as Public Relation, Communication and Outreach officer.
- Knowledge on property sector in Kosovo is an advantage
- Knowledge and experience working with international organizations is an advantage.
- Graphic design capabilities, knowledge of Indesign, Photoshop, HTML, CSS, Liferay CMS preferable.
- Proven experience and successful track record of implementing citizen and stakeholder engagement strategies and techniques.
- Broad knowledge and understanding of development issues, socio-political, economic and cultural context of the country.
- Demonstrated ability to deal with media and diverse stakeholders, including civil society and advocacy groups at local and national level.
- Excellent writing, speaking, presentation, interpersonal skills as well as ability to work collaboratively in a multi-stakeholder team environment.
- Demonstrated ability to promote and implement sensitive reforms in complex environment.
- Ability to function in an unpredictable, deadline-driven environment, producing materials on schedule and managing others in meeting standards and deadlines.
- Fluency in written and spoken English and Albanian is required. Knowledge of Serbian is highly desired.

**Period of Performance**

The Communications/Public Relation Specialist will work on full time basis and is expected to start during March 2024. The remuneration will be paid based on the monthly rate agreed in the contract. Consultant is expected to commence services upon signing of the contract.

**Reporting**

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

**Selection process**

Experienced and qualified individuals will be selected under the provisions of the World Bank's Procurement Regulations for Investment Project Financing (IPF) Borrowers, July 2016, based on a open call.

The Kosovo Cadastral Agency is committed to the principles of equal employment opportunities and is also committed to making employment decisions based on merit. We are committed to complying with state laws providing equal employment opportunity, as well as 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.