

TERMS OF REFERENCE FOR COMMUNICATIONS OFFICER UNDER IRRIGATION FOR CLIMATE RESILIENCE PROJECT (ICRP)

1. BACKGROUND

The Government of Uganda (GOU) represented by the Ministry of Water and Environment (MWE) has received financing from the World Bank towards the cost of the implementation of the Irrigation for Climate Resilience Project (ICRP). The project development objective (PDO) is to provide farmers in the project areas with access to irrigation and other agricultural services, and to establish Operation and Maintenance arrangements for irrigation service delivery. The 6-year project will be implemented by MWE.

The Irrigation for Climate Resilience Project (ICRP) aims to support the Government of Uganda (GoU) in the shift towards more resilient agriculture through the development of sustainable irrigation services. The project intends to address Uganda's climate change vulnerabilities by: (i) promoting adoption of irrigation by small farmers, in synergy with other agriculture inputs and technologies; (ii) increasing water storage capacity; (iii) promoting drainage; and (iv) promoting sustainable catchment management. Through the introduction of irrigation services, combined to the provision of extension services and facilitated access to agri-inputs, farmers are expected to record more stable and higher yields, increase intensification (by cropping also during the dry season), and diversification (by introducing higher value crops). This change will be pulled by the market, with irrigation becoming the anchor for stronger producer organizations and development of value chains. The project recognizes the need to explore a range of irrigation models adapted to local needs.

The ICRP Project Implementation arrangements require a Project Support Team (PST) to be established under Component 3 to augment the MWE Staff capacity for the smooth implementation of the Project. One of the staff required under the PST is the **Communications Officer**

MWE now invites suitably qualified individuals, with qualifications and experience as detailed below to apply for the position of a **Communications Officer**. The successful candidate will be required to commence work as soon as possible. The assignment shall be for a period of two years subject to probation period of six months, and renewable subject to satisfactory performance.

2. OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to oversee the project communication strategy and activities related to project outreach. The selected Officer is responsible for promoting and creating awareness on Project Objectives, Activities and Results.

3. RESPONSIBILITIES AND TASKS

In accordance with the project objectives, the Communications Officer will work under the overall direct supervision and guidance of the Project Coordinator. The Communications Officer's key tasks and responsibilities will be as follows:

(a) Oversee the Project Communications Strategy and Activities Related to Project Outreach

- i. Develop and supervise the implementation of the Project Communication Strategy in line with the Project Development Objective;
- ii. Coordinate the development and production of Information, Education and Communication (IEC) materials (fliers, media supplements, project updates, newsletters etc.) in liaison with the various project staff, component coordinators and stakeholders to ensure quality and timely dissemination
- iii. Support the District Local Governments in the work-plan implementation and reporting through regular mentoring visits, including meetings with District Technical Support Teams (DTSTs); document the best practices and approaches for deepening the knowledge base of the achievements of the results
- iv. Collaborate with implementation partners, support interactions with project component units, and provide timely and appropriate interventions to address implementation issues and bottlenecks;
- v. Coordinate efforts to strengthen the relations with media practitioners to promote a positive image of the Project and to enhance visibility of the activities; and access of the target population; and organize media events such as press conferences and talk-shows.
- vi. Assist in the preparation and review of various project documents.
- vii. Participating and effectively represent the Project in internal and external meetings related to the implementation of the project.

(b) Promote and Create Awareness on Project Objectives, Activities and Results

- i. Facilitate the engagement of key stakeholders and partners in project implementation and follow-up investment
- ii. Promote close coordination with other similar Projects in Uganda, particularly those supported by the World Bank (WB), to create synergy and consolidation in accordance with project requirements.
- iii. In close coordination with the M & E specialist, develop results and impact stories

(c) Knowledge building and knowledge sharing on procurement, and under the guidance, on financial management matters

- i. Identify and analyse project training needs, and contribute to capacity building of project staff in procurement, project implementation and financial management.
- ii. Preparation of short analytical knowledge management reports on relevant themes to promote knowledge sharing among Project management and implementing teams.

- iii. Facilitate awareness trainings or workshops as required on major project issues to ensure adherence to policy.
- iv. Facilitate relevant training to ICRP partners/stakeholders

4. PERFORMANCE INDICATORS

- i. Communication strategy developed and implemented
- ii. Media engagement activities - Press releases/conferences conducted, talk shows
- iii. IEC materials developed and disseminated
- iv. Stakeholder engagements and coordination meetings and workshops conducted
- v. Functional Project information management system established
- vi. Training needs assessment report prepared and Staff trainings conducted

In addition, the communication officer will contribute as needed to the preparation of:

- vii. Project Supervision reports
- viii. Quarterly activity monitoring reports
- ix. Minutes of project coordination meetings
- x. District quarterly activity progress reports
- xi. Status project reports

5. ACADEMIC QUALIFICATION AND EXPERIENCE:

- i. Holder of Bachelors degree in Communication or related discipline,
- ii. At least three years of professional experience with international financial and rural development institutions and government services. Working experience in country programme design and loan/grant administration experience with International Financial Institutions/Development Cooperation Agencies would be an asset. Field experience in a developing country, plus competency in the use of standard software like Microsoft Office, PeopleSoft, and web-based applications, and COSTAB will be a major asset.
- iii. Ability to communicate policies and procedures effectively and accurately;
- iv. Good knowledge of policy-oriented, programme-based pro-poor approaches, and loan and grant preparation
- v. Knowledge of rural project management and market development would be an asset
- vi. Excellent written and verbal communication skills in English, including the ability to set out a coherent argument in presentations and group interactions.
- vii. Excellent working knowledge of Microsoft packages and electronic communication

- viii. Analytical thinker: you have analytical ability and thorough understanding of socio-economic issues in agricultural and rural development; and capacity to lead specific analytical work.
- ix. Team worker: you have the capability to foster and coordinate teamwork; and establish harmonious working relationships in a multicultural environment.
- x. Self-developer/Innovator: you are willing to learn, share and acquire new competencies and seek new challenges by exploring new approaches.

6. REPORTING

The Communications Officer for the Irrigation for Climate Resilience Project (ICRP) shall report to the Project Coordinator.

7. DUTY STATION

The Communications Officer will be stationed at the Kampala, Uganda

8. TIME FRAME

The assignment shall be for a period of two years subject to a probation period of six months, and renewable subject to satisfactory performance.