



**DEPARTMENT OF PROVINCIAL AND LOCAL GOVERNMENT AFFAIRS (DPLGA)**  
**Rural Service Delivery Project Phase 2 (RSDP-2)**

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**Terms of Reference (ToR)**

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|-------------------|---|
| Position Code:    | <b>PG-DPLGA-536533-CS-INDV</b>                  |
| Position Title:   | <b>Communications &amp; Partnership Officer</b> |
| Unit:             | <b>Rural Service Delivery Project, DPLGA</b>    |
| Reporting to:     | <b>Project Manager, DPLGA</b>                   |
| Place of Work:    | <b>DPLGA, Boroko, National Capital District</b> |
| Duration:         | <b>5 years</b>                                  |
| Assignment Start: | <b>May, 2026</b>                                |
| Assignment End:   | <b>May, 2031</b>                                |
| Probation period: | <b>Three Months</b>                             |
| Version:          | <b>January 2026</b>                             |

**1. Background**

The Rural Service Delivery Project Phase 2 (RSDP-2) is a six and a half (6.5) year project being implemented by the Government of Papua New Guinea's Department of Provincial and Local Government Affairs (DPLGA). The RSDP-2 is financed by the World Bank through a US\$100 million IDA credit. RSDP-2 is the scaled-up successor project of the Bank financed Rural Service Delivery Project (RSDP, which operated in five provinces from 2018-2025) and aims to improve access to resilient basic infrastructure and services and strengthen participatory local governance in targeted communities including those affected by violence.

The project consists of the following four (4) key components:

- I. Preparation and Implementation of Community Sub-projects;
- II. Strengthening community and local government capacity; and
- III. Project Management, Monitoring and Learning; and Support for the National Prevention Strategy
- IV. Contingent Emergency Response Component

The project will be implemented in up to 12 provinces of PNG. A Project Management Unit (PMU) in Port Moresby, and a Provincial Project Office (PPO) in each RSDP-2 province will be responsible for the day-to-day management of the project, under the guidance of DPLGA.

To prepare this follow-on project (RSDP-2), DPLGA has received a Project Preparation Grant of US\$ 1.21 million from the World Bank Grant Facility for Project Preparation (GFPP) to support the preparation of the RSDP-2. The grant will finance the set-up of the RSDP-2 PMU and Provincial Project Offices (PPOs); capacity building; sub-national project sensitization; safeguards and procurement assessments (including provincial market assessments); establishment of the Management Information System (MIS) architecture; and technical support required to inform project preparation and enhance implementation readiness of the proposed follow-on operation (RSDP-2).

## **2. Key Objective of the Consultancy**

The objective of this assignment is to lead and manage communication, partnership and stakeholder engagement activities for the Project.

## **3. Scope of Work and Description of Tasks**

This section outlines the scope of work and tasks required to be undertaken in two phases.

Phase 1 under this TOR will include services performed during the project preparation period and financed by the Grant Facility for Project Preparation; whilst Phase 2 will be under a separate contract and will include services that will be performed during the implementation period and financed by the loan arrangement. Subject to satisfactory performance of the tasks and responsibilities for Phase 1, the Consultant may be considered for a separate contract for Phase 2 (when RSDP-2 is effective).

The Consultant is also expected to abide by the policies and procedures of the implementing agency (DPLGA) and the RSDP-2, as outlined in the Project Operations Manual (POM).

### **3.1. Phase 1: Project Preparation (GFPP)**

During the preparation phase 1, the consultant is expected to perform the following services, to the extent they align with activities financed under the GFPP:

#### ***Communications Strategy Development and Implementation***

- (1) Develop and implement the project communications strategy for RSDP-2, including project sensitization, stakeholder engagement, mobilizing local counterpart support, partnership outreach, to support the project development objectives and effective implementation.

#### ***Media Relations and Visibility***

- (2) Support awareness raising and updates on RSDP-2 among stakeholders by undertaking the following activities:
  - Support the design, development, printing coordination and distribution of *project sensitization and communication materials*, including but not limited to brochures, posters, infographics, statement/newspapers inserts, social media posts, radio / TV broadcast, short videos and other communications materials
  - Support the design, development, printing coordination and distribution of *regular project updates and promotional materials to mobilize local counterpart support* through quarterly newsletters, regular social media posts, and other communication materials (e.g. video testimonials, factsheets, success stories newspapers articles, community radio, collateral material, direct mail, and Business Relationships posters)
  - Produce engaging content for various platforms, including the project website, social media channels and community radio programs.
  - Draft and disseminate press releases, media advisories, and other media materials
- (3) Ensure dissemination of RSDP-2 information and material to all key project stakeholders to ensure to ensure their inputs and contributions are adequate
- (4) Set up and manage social media account (e.g. Facebook) for the project and manage content to increase awareness and support ground monitoring on the project's progress and achievements amongst stakeholders and target communities

- (5) Assist with the preparation, resizing and trafficking of newspaper ads as necessary, and follow up with publications and media buyer as required
- (6) Capture and showcase Project's activities impact through photography, short videos, and articles/write-ups.
- (7) Proofread all appropriate printed pieces and ensure that marketing collateral materials are accurate and comply with regulatory guideline.
- (8) Put together a central database of communication materials on RSDP-2 accessible by all RSDP-2 staff, including (a) all RSDP-2 photographs, and categorize them by event and date; (b) quarterly newsletters, (c) all newspaper articles published on RSDP-2; and (d) any other relevant communications materials, categorized by date (month and year)
- (9) Develop Project communications branding guidelines and illustrative material (e.g. logos) targeted at key stakeholder groups, ensuring consistency and cultural appropriateness;

### ***Events Management***

- (10) Support the coordination and organization of the project launch of RSDP-2, including pre-event and post event communications campaign to also support project sensitization (particularly in new participating provinces not previously targeted under RSDP-1).
- (11) Help plan and execute media events such as press conferences, road shows, radio spots, TV appearances, field visits for journalists, and project-related interviews and presentations at appropriate venues.
- (12) Facilitate and support the organizing of stakeholder consultations, workshops and public forums at National, subnational and community levels.

### ***Partnerships and Stakeholder Engagement***

- (13) Liaise with key partners – press, radio stations, media houses, government – to promote awareness of RSDP-2 project and its impact.
- (14) Coordinate the projects efforts to inform and develop partnerships with relevant government agencies, subnational stakeholders, NGOs, contractors/ suppliers, civil society and communities about the RSDP-2, supported by other PMU and PPO staff (particularly the Provincial Capacity Building and Partnership Officers).
- (15) Assist with the writing, design, editing and coordination of community sponsorship ads, newsletter, articles, blogs, social media post, beneficiary testimonials, press releases, brochures and presentation decks for promoting awareness on RSDP-2 and for member company's/ partner organizations. Partnerships could include support for sourcing and transporting materials, developing market, business and training linkages and resourcing community subprojects facilities (e.g. school books).
- (16) Support the coordination and implementation of the Project's Stakeholder Engagement Plan (SEP). Develop a comprehensive stakeholder engagement and public communication action plans for the RSDP-2.
- (17) Oversee, coordinate, and where appropriate lead all stakeholder engagement efforts at the PMU and PPO levels, proactively align such engagements with Project implementation needs, report on progress. Prepare or support the preparation of agreements with external partners, and ensure regular and adherence to signed agreements.
- (18) In conjunction with the M&E team, establish and maintain a comprehensive stakeholder database.

### ***Capacity Building, Coordination and Internal Communication***

- (19) Provide guidance, training and support to provincial project teams on communication and stakeholder engagement, including the sharing of best practices and standardized communications materials.
- (20) Liaise closely with the World Bank communication team and GoPNG communication departments to ensure alignment and synergy of communication and outreach efforts.

- (21) Establish internal communication mechanisms and information sharing channels (e.g. email, whatsapp, project MIS) to ensure that all staff are regularly informed on project progress and vital information. Prepare regular internal updates and communications as appropriate.
- (22) Monitor and evaluate the effectiveness of communication and engagement activities making adjustments as necessary.
- (23) Provide support, quality oversight, training and guidance to the PPOs (i.e. Provincial Capacity Building and Partnerships Officers) to ensure quality and consistent project communications.
- (24) Review and update the communications sections in the Project Operations Manual (POM) and contribute to the preparation of workplan and budget preparation for the project.
- (25) Serve as focal point to liaise on communication and partnership matters with World Bank, DPLGA, PSC and GoPNG, in coordination with Project Manager and Deputy Project Manager.
- (26) Fulfil any other tasks or prepare relevant deliverables assigned to this role under the RSDP-2 Project Operations Manual (POM), internal procedures, plans or agreements with DPLGA, World Bank or other relevant stakeholders. If there is any discrepancy with the TOR, the POM and applicable procedures shall prevail.

### **3.2. Phase 2: Project Implementation**

Upon project effectiveness of RSDP-2, the consultant is expected to achieve similar deliverables (under Phase 1) for the duration of their contract under RSDP-2. Additional responsibilities during implementation will include the following:

#### ***Community Outreach***

- (1) In close collaboration with PPOs, prepare project sensitization and communications materials to communities (e.g., posters, leaflets, visual aids) and coordinate overall dissemination.
- (2) Develop and implement feedback mechanisms to ensure community voices are heard and incorporated into project planning and implementation.

#### ***Stakeholder Coordination***

- (3) Support, liaise and advise the PMU on required support to the Secretariat of Technical Working Group on the National Prevention Strategy.
- (4) Prepare regular newsletters (e.g. quarterly) to update project stakeholders on project implementation progress
- (5) Support the PMU in organizing regular Project Steering Committee Meetings, Technical coordination meetings with National counterparts.
- (6) Support the PPO in organizing the Provincial Project Coordinating Committees and other provincial coordination mechanisms.
- (7) Compile overall guidance received from existing coordination mechanisms and provide overall strategic guidance to the Project Manager and relevant staff. Review efficiency of existing coordination arrangements and provide guidance or inputs on required improvements as appropriate.

#### 4. Schedule for Completion of Tasks and Deliverables

Schedule for completion and delivery of outputs will be as follows:

| Reports and Activities  | Schedule                                    |
|---|---|
| 1. Consultant to provide communication and stakeholder engagement strategy and action plan                      | 1 month after commencement date.            |
| 2. Establish a stakeholder database, review relevant agreements and regularly update progress                   | Within three months after commencement date |
| 3. Develop RSDP-2 visibility and awareness raising materials (branding, document, presentation templates, etc.) | Within three months after commencement date |
| 4. Organize Project Launch and related communications campaign  | Within three months after commencement date |

#### 5. Duration of Assignment

The position is full-time for the duration of Phase 1 till the closing of the GFPP grant. A three-month probationary period will apply at the start of the assignment.

A performance appraisal will be conducted at the end of Phase 1. Subject to satisfactory performance during Phase 1, the assignment may be extended under a new contract for Phase 2 when RSDP-2 is effective.

#### 6. Profile of the Consultant

The successful candidate should meet the following qualifications and experience:

Essential:

- A Bachelor's Degree in Communications, Public Relations, Journalism, Law, International Development or another relevant field;
- At least 5 years of documented Communications, Public Relations, Journalism, International or stakeholder roles and/or experience in project management and multi- project development, preferably in the area of community development, and development partner funded projects;
- Demonstrated experience in developing and implementing communication strategies and action plans;
- Proven track record of managing media relations and producing high- quality communication materials;
- Strong liaison and coordination skills; experience in building strong working relationships in new and widely dispersed project teams;
- Excellent oral and written communication and report writing skills, including the ability to synthesize sub-project monitoring and evaluation reports into reports and recommendations in aid of policy and program development;
- Be computer literate and possess skills in Microsoft Office;
- Possess the ability to be a team player;
- Ability to travel frequently to provinces and remote LLGs and wards; and
- Strong written and spoken communications skills in English and good communication skills in at least one (1) other common PNG language.
- Strong communication and interpersonal skills;
- Proficiency in using communication software and tools (eg; graphic design software, content management systems, social media platforms

Desirable:

- Working experience with development partners such as the World Bank; DFAT etc. on delivery of similar donor funded projects and procedures is desirable.

**7. Place of Work**

For the duration of the assignment, the consultant will work and be located at the Project Management Unit office of the Department of the Provincial and Local Level Government Affairs in Port Moresby. The officer is required to travel to project offices outside of Port Moresby.

**8. Reporting, Data, Services and Facilities to be provided by the Client**

The consultant will be part of the PMU established within DPLGA. The Consultant will report directly to the Project Manager. The Project Manager, with the support of the Deputy Project Manager, will have overall responsibility for the assignment and will be responsible for day-to-day management of the technical content of the consultant's tasks and activities.

The Client will provide the necessary tools and resources including any background knowledge or understanding relating to performing the service.