
Terms of Reference and Scope of Services
Second Somalia Public Financial Management Reform Project (P151492)
Terms of Reference (ToR)
Project Communications officer

Background

1. The Federal Republic of Somalia Minister of Finance and Planning presented the PFM self-assessment report and proposed PFM strengthening initiative (2013-2016) to Development Partners on April 4 2013 - <http://mofep.gov.so/wp-content/uploads/2013/04/Somalia-PFM-self-assessment-report-strategy.pdf>. The self-assessment report revealed the following key weakness: inadequate controls for revenue management; absence of long term planning and policy analysis to underpin annual budget formulation; budget execution and procurement processes lack adequate transparency and efficiency; inadequate banking supervision mechanisms by the Central Bank; lack of comprehensive reporting on the use of state resources; weak Parliamentary oversight over PFM functions; absence of a truly independent Auditor General; the existing PFM legal framework is inadequate and requires modernization; and Human resource and logistics challenges.

2. The overall PFM reform objective of the Government is “to improve the efficiency and effectiveness of public *financial management processes, and systems in order to provide timely, transparent and accurate financial information across the public sector to underpin policy formulation and inform Government decision making in support of service delivery*”. In addition to achieving the expected budgetary outcomes of (i) aggregate fiscal discipline; (ii) strategic allocation and use of public resources; and (iii) efficiency of service delivery and probity; the reforms specifically aim to: improve transparency and openness of the national budget process; enhance fiscal discipline through internal and external controls; focus public expenditure on priority areas of Government programs; enhance efficiency and effectiveness of public expenditures; and strengthen overall financial management and accountability.

3. The Somalia ‘PFM Reform Architecture’ is underpinned by the Government’s “Foundations of New Beginning: Six Pillar Policy”; particularly pillar one that deals with good governance. The PFM reforms are anchored on four platforms: (i) instituting PFM fundamentals for budget credibility; (ii) effective budget execution and financial accountability; (iii) improved policy formulation, planning and budget preparation; and (iv) institutional structures; Strategic Human Resource Management (SHRM); *Financial Management Information Systems (FMIS)*; and cross-cutting issues. The cross-cutting platform provides the beam that holds the whole reform platforms together in order to meet the overall PFM reform objectives. This strategy was endorsed by the Council of Ministers and submitted to the National Assembly; thereby receiving the strong political ownership.

4. As part of the Multi-Partner Fund (MPF), the Recurrent Cost and Reform Financing (RCRF) project has been prepared to finance and support an operational payroll and payment system for the non-security sector. This will enable the Somali government to achieve reliable and transparent financing of critical civil service operations to help strengthen the legitimacy of the state. This ultimately will also enhance government’s credibility with the local population. The MPF is the World

Bank administered window of the broader Somali Development and Reconstruction Facility (SDRF), working alongside the UN Multi-Partner Trust Fund. The SDRF thus brings together the UN and World Bank in a close collaboration with common governance, reporting and risk management. Designed to consolidate donor funding under government leadership and accountability, the SDRF makes the most of the comparative advantages between the two multilateral institutions, ensuring rapid response as well as longer-term development and institution-building needs are met.

I. Scope of Work

The Communications Officer (CO) will be responsible for raising awareness of the projects under the PFMRCU and the overall reform program activities. The CO will work close with the communications team in the President and Prime Minister's office to ensure communications of the program is consistent with overall government communications. The CO will also oversee the management and production of the MoF website and other communications media related to the PFM Project.

Responsibilities of the CO include:

- Raising awareness of the PFM activities to the local population and international actors/partners. This will also involve liaising with the communication teams inside the offices of the President and Prime Minister to ensure the FGS messaging surrounding the project is coherent and effective.
- Raising the public profile of the PFM and RCRF projects, using proactive media outreach, and a range of public relations activities;
- Participate in the design, maintenance and dissemination of a Complaints Handling System in cooperation with the AO and Deputy Coordinator.
- Coordinating and managing all PFMRCU communications;
- Contributing to communications strategy development and media engagement in cooperation with the Ministry of Finance (MoF);
- Coordinating and supervising press conferences, media briefings and interview in cooperation with the MoF;
- Drafting statements and other materials to ensure that government's PFM reform objectives and values are conveyed to the public consistently and coherently;
- Writing and editing press releases and briefing papers;
- Establishing and managing the MoF website. This role includes contributing to the content of the MoF website by providing text, photographs, and other appropriate audio-visual material;
- Ensure the timely publication of PFM and RCRF related information and periodic reports on the MoF and other official websites;
- Maintain a log of all communications;
- Write monthly and quarterly success stories and/or feature articles that clearly illustrate programmatic impact,
- Conduct interviews with partners and beneficiaries, direct and produce multimedia content and take quality photographs;

-
- Produce and update a variety of communication products, including posters, slideshows and brochures for the PFM/RCRF project and MoF;
 - Reports and other documents shall be submitted in English and in Somali when required;

II. Period of Performance and duty station:

The CO contract will be for an initial period of 12 months, with a possible extension subject to satisfactory performance.

The PFM and RCRF projects are housed within the Ministry of Finance of the FGS however PRMRCU coordinates project related activities in both the existing and emerging states. Therefore, occasional site visits will be undertaken by the CO to the regional states as needed to adequately interact with Project Management teams and State officials to both disseminate and collect information regarding PFM and RCRF sub-projects.

III. Qualifications

- Relevant university degree or higher education in communications, Business or public management, international development, public relations and/or related fields.
- Must have at least 7 years of relevant working experience; 5 years of which should be at a senior communications management position in public or private sector media houses/organizations;
- Minimum of 5 years of relevant working experience in developing government related communications and implementing strategic public communications outreach.
- Experience of leading similar assignment(s) in Somalia and/or federal states; and knowledge of public and private Media Houses in Somalia.
- Strong inter-personal skills and ability to work within and build a team environment, excellent communication and negotiation skills, ability to work effectively and harmoniously within a diverse work environment.
- Ability to adapt and cope with changes and work related pressure.
- Excellent computer skills, including website content management.
- Written and spoken fluency in Somali and English required

IV. CO's Reporting Obligations:

The Project Communications Officer is reporting to the PFM Project Coordinator and is required to submit the following periodic reports:

- (i) A written monthly communications activities report to the Project Coordinator with copy to the DG of the Ministry of Finance. The monthly report should cover interventions and activities conducted in the reporting period. Copy of the report is to be made to the EAFS Unit.

-
- (ii) Quarterly and annually detailed written communications report to the project coordinator with copy to the DG in the Ministry of Finance on the interventions or activities conducted in that period and work plan for the next phase.
 - (iii) End of Assignment Report [EAR]
 - (iv) Any other reports as may be required from time to time by the Project Coordinator and Director General of the Ministry of Finance
 - (v) The CO will provide an electronic and hard copy of the required reports in English.

Interested candidates must direct their request in writing at the following email:
pfmreformunit@gmail.com cc: Procurement.fgs@gmail.com

Attn: Farahan Mohamoud Project Coordinator
Ministry of Finance Villa Somalia, Mogadishu
E-mail: pfmreformunit@gmail.com
Cc: Procurement.fgs@gmail.com