

GOVERNMENT OF PAKISTAN

INTEGRATED FLOOD RESILIENCE AND ADAPTATION PROJECT (IFRAP)

Terms of Reference and Scope of Services

Consulting Services – Communication Specialist for FPMU

1. Background

Balochistan has been disproportionately affected by the 2022 floods. The floods have exacerbated the socio-economic challenges in the province, pushing the multidimensional poverty rate to 81.1 percent from 70.2 percent. Agriculture, the backbone of Balochistan's economy, is the hardest-hit sector is agriculture. Agriculture makes up 52 percent of the provincial GDP and 67 percent of the labor force. The floods caused over 500,000 livestock casualties (63 percent of the national total), amounting to production losses of PKR 79,619 million. Livestock losses have negatively impacted livelihoods (70 percent of households depend on livestock for their livelihoods and income). In addition, the harvest failure due to the floods during the "Kharif" season resulted in production losses amounting to nearly US\$2 billion, compromising livelihoods and food security. Since June, pre-flood flood commodity prices have significantly increased, with Balochistan reporting the country's highest food insecurity at 23.4 percent. The damage to 586 primary health facilities in Balochistan (305 fully damaged, 282 partial) has further disrupted essential health services. As a result, the province currently has the highest proportion of people (59 percent) who lack access to health facilities. In addition, a multisectoral rapid needs assessment (RNA) conducted in 515 villages across ten districts of Balochistan found that approximately 2,000 classrooms have been damaged and destroyed, the recovery of which will cost over PKR 24.4 million.

Balochistan experienced widespread damage to critical infrastructures, especially housing, transport and communications, WASH, and community-level facilities. Specifically, the floods have caused damage to more than 190,000 housing units across the province, including close to 69,000 units destroyed and more than 120,000 partially damaged. Infrastructure damage has caused the temporary isolation of most of Balochistan, with 2,222km of roads and 43 bridges damaged, impeding people's ability to access healthcare, food markets, and other vital services and restricting the delivery of aid to people who need it. Across the province, 456 flood protection/irrigation schemes were partially damaged or destroyed, including 367 water supply and 89 sanitation schemes.

Overall, the National PDNA report prepared by Ministry of Planning, Development and Special Initiatives (MoPDSI) in close coordination with all provinces indicates that Balochistan requires PKR 491 billion (US\$2.3 billion) for recovery and reconstruction over the next 5 to 7 years. This estimate does not include investments to strengthen Balochistan's overall resilience to future climate shocks. The Post Disaster Needs Assessment (PDNA) and Resilient Recovery, Rehabilitation, and Reconstruction Framework (4RF) suggest that cross-sector recovery requires both short- and medium-term reconstruction and rehabilitation as well as long-term critical reforms to address resilience and to build back better. Against this backdrop, the GoP has requested the World Bank to urgently support the immediate needs of Balochistan for flood recovery and reconstruction in core socioeconomic sectors to help restore livelihoods and essential services, including housing, WASH, transport, agriculture, and irrigation, while building a foundation for long-term flood resilience through strengthening institutions and information (including hydromet

and early warning capacities) through the Integrated Flood Resilience And Adaptation Project (IFRAP). The project scope consists of five components. These are (i) community infrastructure rehabilitation; (ii) strengthening hydromet and climate services; (iii) resilient housing reconstruction and restoration; (iv) livelihoods support and watershed management; and (v) project management, technical assistance, and institutional strengthening. The project also includes a contingency emergency response component (CERC) to allow flexibility to reallocate funds in case of an eligible emergency during project implementation.

2. Specific Tasks and Responsibilities:

Under the guidance of the Project Director FPMU - IFRAP, the Communication Specialist is entrusted with developing and implementing a comprehensive communication strategy for the (FLOOD RECOVERY PROJECT IN BALOCHISTAN) under IFRAP. Key responsibilities include designing communication strategy, work plans, project concept notes, and ensuring coordination with Line Departments and Public Sector Entities. The specialist will identify best practices, establish effective communication mechanisms, and enhance the project's media presence. Regular reporting, dissemination of results through various channels, and promoting a strong relationship with media organizations are pivotal to the role. The specialist is also expected to contribute to knowledge products, behavior change communication, and facilitate field visits.

i) Deliverables/Specific Outputs Expected:

- Develop and submit the FLOOD RECOVERY PROJECT IN BALOCHISTAN Communication Plan within one month of contract signing.
- Publish and disseminate six-monthly monitoring reports and annual evaluation reports.
- Publish and disseminate FLOOD RECOVERY PROJECT IN BALOCHISTAN annual Impact Evaluation Report.
- Support the Planning and Development Department in developing a communication strategy within 12 months.

ii) Specific Tasks and Responsibilities

- Develop and Implement Communication Strategy:
- Design a comprehensive communication strategy aligned with the IFRAP overall communication plan and objectives.
- Prioritize key target audiences including communities, government officials, donors, media, and development partners.
- Develop messaging and materials tailored to each audience using clear, concise, and culturally appropriate language.
- Utilize diverse communication channels such as media outreach, social media, community meetings, and awareness campaigns.
- Ensure effective two-way communication to capture feedback and address concerns from stakeholders.

iii) Content Creation and Management:

- Produce press releases, media kits, fact sheets, brochures, and other communication materials.
- Manage the IFRAP website and social media accounts, including creating engaging content, scheduling posts, and responding to comments.
- Develop case studies and success stories highlighting the project's impact on communities and beneficiaries.
- Coordinate with photographers and videographers to capture project activities and stories.
- Media Relations and Advocacy:
- Build and maintain relationships with journalists and media outlets to secure coverage of IFRAP activities.

- Organize press conferences, field visits, and media briefings.
- Advocate for the importance of flood resilience and adaptation through targeted campaigns and partnerships.

iv) Monitoring and Evaluation:

- Develop a communication monitoring and evaluation plan to track the effectiveness of communication activities.
- Collect and analyze data on reach, engagement, and stakeholder feedback.
- Report on communication performance and recommend improvements to the strategy.
- Collaboration and Training:
- Work closely with the Communication Specialist 2, PMU, PIUs, and other project staff to ensure coordinated communication efforts.
- Support the capacity building of project staff on communication skills and effective stakeholder engagement.

Other Duties:

- Represent the IFRAP at relevant events and conferences.
- Liaise with the World Bank communication team on project visibility and reporting.
- The individual consultant will be required to develop framework, integrating all components of the project. Moreover, frequent travel to Quetta and project specific districts will be mandatory.
- Perform any other communication-related tasks as assigned by the Project Director.

3. Consultant Qualification and Experience

- Master's degree (sixteen years of education) in journalism, communication, International Relations, development studies, Business Management, Social Sciences or a related field.
- Minimum 5 years of experience in communication or development, with demonstrable experience in project communication.
- Proven ability to develop and implement communication strategies for complex development projects.
- Strong writing, editing, and content creation skills.
- Experience in media relations, social media management, and outreach campaigns.
- Knowledge of the Pakistani development context and flood resilience challenges is an advantage.
- Fluency in English and Urdu is essential., knowledge of any of the local languages of Balochistan will be accorded due weightage.

4. Time frame of Consultancy & Location of Assignment.

The services of the Consultant will require full time for the project life. However, Contract continuity will be based on the satisfactory performance of the consultant, The consultant to be based in Islamabad.

5. Selection Process:

Consultants will be selected in accordance with the procedures set out Consultants will be selected in accordance with the procedures set out in "The World Bank Procurement Regulations for IPF Borrowers"