

## **TERMS OF REFERENCE FOR COMMUNICATION SPECIALIST**

Under Capacity Building for Industrial Pollution Management Project (CBIPMP)  
World Bank

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### **Background**

The Ministry of Environmental & Forests, Govt. of India (MoEF) is implementing a project on Capacity Building for Industrial Pollution Management (CBIPMP) with financial and technical support from the World Bank. The project has been taken up for implementation in the States of Andhra Pradesh and West Bengal as pilot project for its likely replication in other states. Andhra Pradesh Control Board is the implementing agency for the Project for the State of Andhra Pradesh.

Project activities will include demonstrative investments for area-based management of pollution resulting from legacy contamination and ongoing industrial activities through (i) remediation/containment of polluted sites/hazardous waste hotspots, (ii) implementation of enforcement and self-regulatory measures to improve compliance and competitiveness of industries in selected industrial clusters, and (iii) upgrading of common environmental infrastructure.

### **Objectives of engaging the communication specialist:**

- a. To plan, prepare and implement an action plan on communication strategy for the project.
- b. To promote participation of all the stakeholders in the project for sustainability.
- c. To develop IEC material based on the need assessment and ensure that, it reaches all the stake holders through different communication channels.
- d. Documentation of the project progress reports.

### **Duration of the Project**

5 years (October 2010 - September, 2015)

### **Roles and responsibilities**

The responsibilities of the Communication Specialist for the project would consist of the following:

- Carry out communication need assessment for different stakeholder groups.
- Develop a communication strategy and action plan for the project including information on objectives, audiences, messages, resources, timescales, tools and activities.
- Develop user-friendly and high quality Information, Education and Communication (IEC) material (such as handouts, posters, brochures, video documentary films and photo documentation, success stories booklet etc.) in Telugu and English for communication of the project activities to the public and stake holders.
- Prepare bi-monthly newsletters on project progress and forth coming activities.

- Update the project website with the communication material and newsletters prepared.
- To regularly monitor the mass media and put up reports/rejoinders.
- Monitor the public perception of the project area in Kadapa & Hyderabad districts to maintain a right image for the project and document the project communication activities.
- To implement the communication plan developed in ESMP for both the pilots
- Closely work with the NGO to be hired for implementation of ESMP for both the sites.

#### **Qualification**

- The consultant must have a minimum of Masters Degree in Mass Communication, Journalism, Public Relations.

#### **Experience:**

- Minimum 5 years of relevant professional experience in communication and media relations in reputed government or private either national or international.
- Relevant experience in external aided projects such as ADB, World Bank, GTZ etc., and also experience in working with stakeholders (especially civil society organizations) and international organizations will be preferred.
- Ability to draft clearly and concisely, ideas and concepts in written and oral form; specific skills in writing press releases and articles/stories for print and electronic media.
- Knowledge of computers is essential.
- Fluency in both oral and written Telugu and English languages are essential.

#### **Assignment Term**

The candidate will be hired purely on contractual basis tentatively for a period of two years and is co-terminus with the project, whichever is earlier.

#### **Emoluments**

Emoluments will be a lumpsum of Rs 35,000/- per month.

#### **General information**

Engagement of Communication Specialist will be on full time basis for a period of two years and the place of work will be APPCB, Hyderabad. However, frequent traveling to the project sites in Kadapa and Hyderabad in the State may be required.

The eligible candidates willing to apply shall submit a latest resume/CV with copies of all the relevant documents in support of experience and qualification to the Project Director, Capacity Building and Industrial Pollution Management Project (CBIPMP), AP Pollution Control Board, Paryavaran Bhavan, A-3, Industrial Estate, Sanath Nagar, Hyderabad – 500018 on or before \_\_\_ at the above address or to [apcbipmp@gmail.com](mailto:apcbipmp@gmail.com)