



MINISTÉRIO DA  
AGRICULTURA  
E PESCAS

## SUSTAINABLE AGRICULTURE IMPROVEMENT PROJECT (SAPIP)

GAFSP GRANT No. TFOA2869

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Terms of Reference (TOR)

For

Communication Strategic Consultant

### **1. Background**

The Sustainable Agriculture Productivity Improvement Project (SAPIP) is designed with an objective to increase the productivity and marketed production of smallholder agriculture in selected geographical locations in Timor-Leste. The Project will directly assist at least 16,500 households reaching approximately 85,000 direct beneficiaries. The Project will also indirectly benefit a larger number of households, by supporting watershed and community-level agricultural development planning that will benefit all households in a watershed (not only those receiving training or small-scale investments). Spillover effects are expected as the adoption of new agricultural practices and technologies by the direct beneficiaries begins to show results. Furthermore, by strengthening MAF's planning, programming, monitoring and evaluation functions, the Project may act as a catalyst for a more effective and responsive agriculture sector for the whole of Timor-Leste.

The Ministry of Agriculture and Fisheries (MAF) intends to establish a unit for managing the SAPIP project. The Project Management Unit (PMU) will be tasked with ensuring effective SAPIP implementation both at National and Municipality level. Project Implementation Units (PIUs) will also be created by MAF under the PMU, with tasks to manage and coordinate the implementation of SAPIP project in four selected watersheds: Raumoco-Lautem, Loes-Liquica, Belulik-Ainaro and Tono-Oecusse.

Component 1 of the project aims to improve agriculture development planning within these targeted watersheds, and Component 2 seeks to develop and strengthen farmer groups to improve farm productivity and marketability. MAF is therefore recruiting a Watershed and Group Formation Officer to assist the PMU to reach these objectives

### **2. Project description**

The Project components will focus on watershed and agriculture development planning, support for smallholder farmers for improved productivity, reduced post-harvest losses and increased marketing of goods, and institutional strengthening of MAF after a recent reorganization and in anticipation of the planned decentralization of Government services.

#### **Component 1: Integrated watershed agriculture development planning**

The objective of this component is to improve agriculture development planning within targeted watersheds. Watershed Management Councils (WSMCs) will be formed, and Watershed Agriculture

Development Plans (WADPs) will be prepared to guide planning at the watershed level. Detailed Sustainable Community Agriculture Development Plans (SCADPs) will guide investments at the community level.

### **Component 2: Smallholder organization, advisory support and training**

Activities under the Component 2 will facilitate the formation of farmer groups where needed, building on cohesion developed during the SCADP preparation process, and strengthen existing groups formed for other purposes by NGOs and other relevant programs. These farmer groups will be supported by complementary investments in sustainable and nutrition sensitive agricultural production and environmental protection (see Component 3) to implement SCADPs.

### **Component 3: Sustainable watershed management and support to farmer groups**

The objective of this component is to support the implementation of SCADPs through the provision of targeted on-farm investments. These investments will include equipment and technologies promoting reduction of post-harvest losses, increasing value addition, addressing soil erosion and promoting climate resilience. Eligible investments will be defined in the Project Implementation Manual (PIM).

### **Component 4: Strengthening MAF's Services, Planning, Programming, Coordination and Monitoring and Evaluation Functions**

This component will support MAF to strengthen institutional capacity following recent organizational changes. The support will focus on: (i) improved corporate services (including extension); (ii) planning; (iii) more efficient budget programming to increase sectoral investment returns and achieve corporate objectives; (iv) better coordination with development partner activities, and improved alignment of these activities with MAF's annual action plan; and (v) improved monitoring, evaluation and reporting. Component 4 will include support for the Timor-Leste Agriculture Advisory Council (TLAAC) and the Timor – Leste Agriculture Research Development Institute (TLARDI), which are included in National Strategic Development Plan.

### **Component 5: Project management and monitoring.**

The Government is in the process of creating an umbrella unit within MAF to manage and coordinate the implementation of all development partner-financed projects and programs in the agricultural sector. The Secretary General will be tasked for coordinating the said umbrella unit which will be named Development Partners Management Unit (DPSMU). Whereas for managing every project, MAF will establish a project management unit which will be coordinated by a Project Manager. In the case of SAPIP, given the size and geographic scope, the project will be coordinated and managed by a separate PMU, but will also report to the DPSMU.

### **Component 6: Contingency for Disaster Risk Response:**

Carrying out a program of activities designed to provide rapid response to disaster, emergency or catastrophic events, as needed. This component will be used in the event that an emergency response is required.

### 3. Objective of the Assignment

Part of the project objectives is to raise awareness of the benefits of the project at the community in the target areas. SAPIP would like to develop a communication strategy that will help to generate information and promote a simplified understanding of how this project (as explained in each 6 components above) will increase smallholder productivity and marketability and improve the livelihoods of rural communities living in poverty.

The communication strategy should include success story from farmer groups on how they can move from subsistence to commercial farming, create project logo competition, develop government portal to update information about the project, and information about grants program and use social media etc.

The Communications Specialist will lead strategic communications efforts and outreach campaigns across all project components under the direction of the SAPIP Project Manager. In close coordination with the PMU and MIU team, the M&E and the WB the Communications Specialist will lead all events management activities and support all learning events (Farmer field school, other training, etc.). The Communications Specialist will work with the PMU, MIU, and the other member from the relevant ministries to develop and implement communication efforts to reach communities and catalyze behavior change. She/he will also work with Project Manager, the Monitoring and Evaluation Specialist and the WB to capture and report on project successes and contribute to knowledge management

#### A. Specific Tasks

Tasks of the Communication Specialist are:

- Coordinate internal and external communications related SAPIP activities among donors, grantees/partners or potential grantee/ partners, clients, staff and other stakeholders.
- Collaborate with the SAPIP project manager, PMU and MIU and M&E Specialist in refining quarterly report, annual work plans and targets in a timely manner in accordance with the contract terms. Contribute to regular monitoring efforts, and capture project successes against the annual work plan.
- Assist with the preparation and submission of program deliverables including program reporting as required by the Agreement.
- Coordinate all news/press releases and media alerts with the SAPIP Project Manager, MAF Information Office and WB's Communication Consultant.
- Responsible for securing all SAPIP communication documents into Project's file and report on quarterly basis.
- Work with the project teams to utilize a variety of media tools to disseminate messages on the impact of SAPIP Project including but not limited to: media releases; conferences, briefings, interview; television, radio, and billboards; success stories; site visits; professional photography; videos; postings for WB/Timor-Leste and MAF website
- Contribute to content of web site, intranet, blogs, portals and new technologies.

- Contribute to communications campaign in a variety of technical areas including promoting better nutritional outcomes and practices, and female economic empowerment
- Assist on disseminate information about grants and lessons learned to grantees.
- Develop scopes of work for short term consultants and tender for local subcontractors as needed
- Provide assistance to other project activities as necessary

#### B. Reporting

The Communications Specialist will report to the SAPIP Project Manager or Project Manager designee.

### 5. Language

- The working language of the assignment will be English and Tetum. The Communication specialist will be required to prepare reports and other project documents which related to her/his task and responsibilities in English.
- The communication Specialist will also prepare internal report for MAF directorate and the content for advertisement material, brochure, newsletter blogs etc.. in Tetum;
- The communication will also assist the project with Translation.

### 6. Qualification Requirement

The Communication Specialist will be expected to have the following qualifications and experience:

- BSc/BA in public relations, communications or relevant field;
- Extensive experiences in producing communication products in a variety of formats and languages;
- Excellent communication (oral and written) and presentation skills;
- Outstanding organizational and planning abilities;
- Proficient command of English;
- Experience in web design and content production is a plus.

### 7. Location and duration

The Communication Specialist will be based in Dili and is expected to travel to project sites: Ainaro, Liquica, Oecusse, Lautem, Covalima, Bobonaro and Ermera. This position is expected to commence in October 2017. The assignment will be for one year with a probation period of three months. Extension of the contract will be dependent upon satisfactory performance.

## 8. Reporting

The Communication Specialist will work under a supervision of the Project Manager therefore will report directly to The Project Manager or his designee.

The communication Specialist will submit the following reports in English:

- A short inception report to describe activities one week after start-up;
- Monthly report outlining progress achieved against the agreed work plan, problems encounter and recommendation of solution as well as work plan for the upcoming month;
- Any other Communication related report per request from the Project Manager or Project Manager designee.

## 8. Submission of application

A qualified Timorese can send their application letter, CV and references stating the subject “**MAF-SAPIP-CS**” before or latest on 29<sup>th</sup> of September 2017 to SAPIP Project Management Unit, MAF-Comoro Dili, Timor-Leste or via email to [sapip.maf2017@maf.gov.tl](mailto:sapip.maf2017@maf.gov.tl).

Applications from qualified women are encouraged. **Only short-listed candidates will be contacted. Interviews will be held in English.**