

## Terms of Reference

### National Expert for Project Communication and Visibility Activities

#### Basic Information on the project and Terms of Reference

*Improving Sustainability of the WASH Sector in Upper Egypt*, is a 30-month project aiming to support improvement of the sustainability of Egyptian WASH investments, funded by the Embassy of the Netherlands to Egypt. The project is based on the needs of the Ministry of Local Development, the Ministry of Housing, Utilities and Urban Development (MHUUD), and the Holding Company for Water and Wastewater Management (HCWW) through their positions as stakeholders in WASH governance in Egypt and their investments made into WASH at various levels.

#### Specific objectives:

- Design and implement a citizens' engagement and communication model to enhance transparency and accountability.
- Analyse the current local complaint system and design and implement a responsive complaint system combined with a customer satisfaction tool specifically for WASH.
- Provide technical assistance to the Water and Sanitation Companies in the four target Governorates for sustainable investment and O&M planning and monitoring.
- Increase cross-stakeholder and peer-to-peer learning through the promotion and update of good practices and a twinning-like exchange with the Water Partner in the Netherlands

#### Expected results:

- Citizen accountability at governorate-level produces more locally responsive and needs-based WASH services.
- Citizens can express WASH-related complaints and needs, and have these responded to, through a regulated and coherent system.
- WASH services and capacities are rendered more sustainable through increasing stakeholder coordination and robust local-level planning.
- Cross-stakeholder and peer-to-peer learning increased the promotion and uptake of good practices, allowing new and improved practices to be further rolled out in other Governorates

#### Position description

<b>Position</b>	<b>National Expert for Project Communication and Visibility activities</b>
<b>Project Number</b>	<b>11446</b>
<b>Activity name and number</b>	<p><u>General</u> The expert will provide communications support to the Project to articulate key messages and disseminate information on project activities in the respective components 1 to 4.</p> <p><u>Specific</u></p> <ul style="list-style-type: none"> <li>• A.1.3 – Awareness Campaign and Communication (for Community Score Card)</li> <li>• A.3.2- Instruments for Environmental and Social Cost Benefit Analysis, O.P. 3.2.5 Communication campaign to beneficiaries on water saving in households</li> </ul>

<p><b>Information on the specific activity</b></p>	<p><b>A.1.3:</b> Combined with the Community Score Card (CSC) activities in each Governorate, an awareness campaign with the Governorates and the regional ACs will be developed. As illiteracy in Upper Egypt is high, the CSC activities will be covered by audio and video registration, which can be used for social media and local television and radio and expect to reach higher amounts of population. The awareness campaign in the governorates will be built with a sequence of activities and products, including those of Outcome 2, where the project works on improving the grievance redress mechanism (complaints system) in the WASH sector, and wants to make the citizens of the target Governorates more aware of the methods available for expressing their needs.</p> <p><b>A.3.2. – O.P.3.2.5:</b> It takes a considerable amount of energy to pump, treat and move water. Water saving policies will contribute to lesser energy use through e.g. replacement of pumps, different run-time planning, use of auxiliary options, night-time operations, etc., as well as link to the minimization of non-revenue water. Therefore, an awareness campaign on water saving in households can contribute the energy savings.</p>
<p><b>Activities to implement, tasks and responsibilities</b></p>	<p>Under the supervision of the (Deputy) Team Leader and in coordination with project component coordinators, project experts as well as VNG International Project Managers in The Hague, the Communication expert will provide support to project to develop ISWS communications products, work on content writing and editing to promote ISWS work and deliver communication and information products and services as specified in the communication strategy and/or other project documents. There are two specific activities within the action plan where the project aims to deliver visibility and awareness of products and actions of the project toward the outcomes of citizen participation and engagement as well as sustainability of water management. The Communication expert will provide support specifically for these two activities and their dissemination in the target Governorates of the project.</p> <p>The activities of public awareness campaigns, toolkits and thematic campaigns will be implemented in primary coordination with the project team in Egypt, while the activities of overall strategic communication and content writing will be done in coordination with the Project Managers in the Hague who coordinate the VNG International's main website and social media posts.</p>
<p><b>Expected results</b></p>	<p><b>1. Development of public awareness campaigns, toolkits, and thematic campaigns</b></p> <ul style="list-style-type: none"> <li>• Coordinate with the Team Leader, project component leaders, and Experts;</li> <li>• Identify opportunities to increase the visibility of project work</li> <li>• Editing reports, briefs, statements/announcements, and other papers for social media, local television, and radio</li> <li>• Support coordination with Governorates and Acs for local communication and public awareness speaking of the project's Community Score Card activities</li> <li>• Editing media related content such as articles, press releases, supporting radio announcement/statements</li> <li>• Increase visibility for the programme's approach and data and advocate around selected themes, such as Outcome 2's Complaint Mechanism</li> </ul> <p><b>2. Strategic Communication, Content Writing, and Design</b></p> <ul style="list-style-type: none"> <li>• Writing web content for the Project's online presences including VNG International website and regular updating of VNG International Egypt's Facebook page;</li> <li>• Writing human stories, impact stories, and photo stories to highlight the impact and good practices generated under the project, initiatives as well as regular work;</li> <li>• Writing articles, blog posts, press releases, and social media messages (Facebook, LinkedIn, Twitter) as and when required, to be posted by VNG International in the Hague;</li> </ul>

	<ul style="list-style-type: none"> <li>Supporting with writing/editing project briefs/pagers for visibility purposes, and other materials as and when required;</li> <li>Ensure that messages are consistent with VNG International organizational standards and visibility guidelines;</li> <li>Planning infographic content for both online and print materials</li> <li>Potentially: Support the design, layout of publications where needed (or support in finding a designer able to do this)</li> <li>Potentially: Support designing layout booklets, leaflets, pagers, and posterside (or support in finding a designer able to do this)</li> </ul> <p><b>Other communication and visibility tasks requested by the Team Leader and Project Managers</b></p>
<p><b>Outputs / Deliverables</b></p>	<p><b>1. Development of public awareness campaigns, toolkits, and thematic campaigns</b></p> <p>OP. 1.3.1 Public awareness toolkit is produced with and for the Governorates and ACs</p> <ul style="list-style-type: none"> <li>Draft toolkit and strategy for public awareness on CSC</li> <li>Final toolkit and strategy for public awareness on CSC</li> <li>Validation of toolkit and strategy by beneficiaries</li> </ul> <p>OP. 1.3.2 Public awareness toolkit is implemented in the four Governorates and ACs</p> <ul style="list-style-type: none"> <li>Proposed plan/schedule for implementation of toolkit with Governorates and ACs</li> <li>Validation of proposed plan with project team and beneficiaries</li> <li>Implementation of awareness plan with Governorates and ACs according to agreed plan</li> </ul> <p>OP3.2.5 Communication campaign to beneficiaries on water saving in households</p> <ul style="list-style-type: none"> <li>Analysis of status of current communication efforts on water saving/SDG 6 subject in Egypt/region</li> <li>Overview with experts and beneficiaries of activity 3.2. on situation in Governorates in terms of water use for optimal strategy</li> <li>Proposed strategy for communication campaign</li> <li>Proposed plan for communication campaign</li> <li>Validation of proposed strategy and plan with project team and beneficiary Governorates and ACs</li> </ul> <p><b>2. Strategic Communication, Content Writing, and Design</b></p> <ul style="list-style-type: none"> <li>Create a timing schedule for project visibility actions</li> <li>Articles, blog posts, press releases, and social media messages (VNGI website, Facebook, LinkedIn, Twitter)</li> <li>Impact stories, and photo stories from project beneficiaries and stakeholders</li> <li>Recommendations on communication of Outcome 2 activities in follow-up from proposed strategy and toolkit for CSC</li> <li>Support for project visibility video</li> <li>Infographic brochures for print and online</li> <li>Layouting of booklets, leaflets</li> </ul>
<p><b>Division of working days</b></p>	<p>1. Development of public awareness campaigns, toolkits, and thematic campaigns</p> <ul style="list-style-type: none"> <li>OP 1.3.1 &amp; OP 1.3.2 Public awareness toolkit is produced and implemented with and in the Governorates and ACs (40days)</li> <li>Outcome 2 Public awareness is implemented in the four Governorates and ACs for Complaints Mechanism (10 days)</li> <li>OP3.2.5 Communication campaign to beneficiaries on water saving in households (30 days)</li> </ul>

	<p>2. Strategic Communication, Content Writing, and Design (15 days)</p> <p>The plans made by the Expert for each of the outputs should include a suggested indication of division of days to be approved by the Team Leader and Project Managers.</p>
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### Qualifications

<b>Education</b>	<ul style="list-style-type: none"> <li>• University degree in Communications or other appropriate education and experience in communication</li> <li>• A minimum of 7 years of experience in the field of communication;</li> <li>• Experience working in international development or supporting government institutions or international/non-governmental organizations in development work;</li> <li>• Experience advising on visibility and communications as well as editing visibility content for (social) media;</li> <li>• Experience in working with various communications media and advising on their communications content (TV, radio, newspaper, social media);</li> <li>• High ability to work with office software packages with computers and Internet applications including Word, PDF, Adobe, Visio, and more;</li> <li>• Strong communication skills, to liaise with various stakeholders, including government officials;</li> <li>• Ability to work in a team and collaborate with various people;</li> <li>• Familiarity with the field of water management/WASH in Egypt is preferred;</li> </ul>
<b>Languages</b>	Fluency in written and spoken Arabic and English is required.

### Terms and Conditions

<b>Approximate number of working days</b>	95
<b>Period of the assignment</b>	1 June 2023 – 1 March 2024
<b>Location of the Assignment</b>	Egypt (Cairo and Governorates of Minya, Assuit, Sohag and Qena)
<b>VNG International contact persons</b>	Frank Nan, Project Team Leader ( <a href="mailto:frank.nan@vngi-eg.com">frank.nan@vngi-eg.com</a> ) Sanna Hyötyläinen, Project Director for Egypt ( <a href="mailto:sanna.hyotylainen@vng.nl">sanna.hyotylainen@vng.nl</a> ) Vera Bosch, Project Manager for Egypt ( <a href="mailto:vera.bosch@vng.nl">vera.bosch@vng.nl</a> )

**Deadline for Application: 18 May 2023**