

Terms of Reference – profile description

Expertise requested	Expert in the field of Communications in Saba
Programme	Caribbean Exchange Facility
About the programme	<p>Background</p> <p>In 2019, the Ministry of the Interior and Kingdom Relations (BZK) and the Association of Dutch Municipalities (VNG) signed a letter of intent to further promote the exchange of expertise between European Dutch municipalities and Caribbean governments. This has translated into the 'Caribbean Exchange Facility', a programme financed by the Ministry of the Interior and Kingdom Relations and implemented by VNG International (July 2022 - July 2023).</p> <p>Objective</p> <p>With the Caribbean Exchange Facility we offer the six Caribbean islands assistance with concrete technical capacity, coaching or advice in the field of governance and management in a broad sense (which can vary from for example public service delivery, spatial planning to digitization issues to social domain to finance, and so on).</p> <p>Role of VNG International</p> <p>VNG International is the international cooperation agency of the VNG, specialized in management of projects to strengthen local government worldwide. Through the Caribbean Exchange Facility, VNG International offers a one-stop shop for matching Caribbean requests for municipal technical assistance to municipal expertise. VNG International identifies and recruits the right municipal expertise, supervises the implementation and monitors the progress of the assignments, in close coordination with the Ministry of the Interior.</p> <p>Role of municipalities</p> <p>Municipalities (but also provinces and departments) contribute to the programme with expertise. Expertise is made available to the Caribbean governments through short and medium-term missions and/or remote support. The secondments are facilitated by VNG International.</p>
Background	The Government of Saba is in need of support for communication concerning the department of Public Health and the Project Bureau. These two departments fall under the Island Secretary. Extra support is necessary to

	<p>carry out ongoing communication processes, as well as to revise them and implement a structured and categorized approach. This way, the assignment will consolidate processes and contribute to strengthening Social Domain's communications.</p>
<p>Activities and results</p>	<p>The Communications expert is responsible for delivering the following results:</p> <ul style="list-style-type: none"> ▪ supporting ongoing communication processes; ▪ reviewing the current structure for communication and establishing new processes; ▪ leading the implementation of a revised communication structure and processes; ▪ developing content for communication; ▪ drafting a selection strategy for social media, taking into account the target audience's access to the internet, illiteracy, and so on; ▪ <i>drafting a social media strategy and kickstarting social media communications;</i> ▪ drafting a detailed job description for Social Domain Communications, taking into account a sustainable design, so that work can be taken over in case of absence. <p>As this assignment is a fulltime position, these Terms of References represent a guideline. The exact responsibilities and dossiers to be taken up will be determined in consultation and agreement between the Government of Saba and the expert.</p>
<p>Reporting requirements</p>	<ul style="list-style-type: none"> ▪ Bi-weekly update on the progress and activity planning; ▪ Final report with findings, final deliverables and recommendations for follow-up.
<p>Minimum qualifications</p>	<ul style="list-style-type: none"> ▪ At least 5 years of demonstrable experience in Communications, Public Relations and/or Marketing in the public sector; ▪ Several years of experience working in a political-administrative environment; ▪ Experience in setting up, adjusting and implementing communication protocols for government agencies; ▪ Good knowledge of both offline and online media; ▪ Demonstrable experience in knowledge transfer and as a trainer; ▪ Intercultural communication skills, also demonstrating cultural sensitivity; ▪ Excellent knowledge of the English language, also in writing; ▪ Experience with communication in the field of Social Domain is an advantage; ▪ Familiarity with Caribbean governments is an advantage.

Number of working days	A total of 6 months, spent on location. The exact planning will be determined at the start of the assignment between VNG International, the Government of Saba and the expert.
Period	March 2023 – August 2023
Locatie	Saba
Interested?	Please contact the VNG International project management team, before 17 March or preferably as soon as possible: Marciano.Johns@VNG.nl Stan.Abma@VNG.nl Eline.Vermeer@VNG.nl

