

BARBADOS
Beryl Emergency Response and Recovery Project

Terms of Reference
COMMUNICATIONS SPECIALIST

1. Context

The Government of Barbados has requested World Bank financing to support recovery from the destruction caused in July 2024 by Hurricane Beryl, the earliest Category 5 storm to form in the Atlantic. Beryl caused extensive damage to the south and west coasts, impacting the Bridgetown port and fisheries marina, severely affecting fisherfolk and their boats, and damaging key coastal areas and infrastructure. The development objective of the Beryl Emergency Response and Recovery Project is to (i) restore disaster-affected sectors, (ii) enhance climate-resilient infrastructure, and (iii) strengthen emergency preparedness and response capacity. A detailed description of the project is provided in Annex 1. To implement the project, Government is establishing a Project Execution and Coordination Unit (PECU) that will be hosted by the Ministry of Environment and National Beautification (MENB) and be led by a Project Manager.

After graduating in 1994, Barbados became eligible for International Bank for Reconstruction and Development (IBRD) financing again in 2024. Since 1994, the country has experienced high economic volatility and stalling development. In May 2024, the World Bank approved the request from the Government to access IBRD financing considering: (i) the country’s vulnerabilities, which are exacerbated by the increasing frequency of climate-related disasters and global shocks; (ii) its lack of access to external capital markets on reasonable terms; and (iii) the need to strengthen key institutions for economic and social development. Between 1994 and 2024, Barbados received exceptional IBRD financing four times, twice for Investment Project Financing (IPF) projects and twice for Development Policy Financing. As a result, this Project is the first Barbados IPF loan since the last one closed in 2014.

2. Scope of Services

The position of the Communications Specialist is a contracted full-time staff position working on site at the PECU office in MENB and in the field. The Officer will develop an appropriate communication strategy for promoting the project activities and the visibility of the project. The Specialist will work closely with all relevant ministries and agencies involved in the project to facilitate effective communication among all key stakeholders under the Project.

3. Duties and responsibilities

The Communications Specialist will be responsible for the following:

Communications

- Develop and implement a project-level Communications Strategy that aims to (a) increase the effectiveness of the project; (b) foster relationships of trust between stakeholders; (c) provide the basis and opportunity to systematically share information amongst the stakeholders involved in the project, especially project beneficiaries to enhance effectiveness, accountability and transparency; (d) mitigate risk and build consensus across project activities; and build capacity for staff and counterparts in the use of strategic communication especially with project beneficiaries and in particular with fisherfolks .
- Develop a work-plan and key messages specific to the project.

- Develop awareness campaigns for project sites with special attention to vulnerable population inclusive of persons with disability. Campaigns should include costings to various communication channels, including radio, print, television, social media, media outlets, infomercials, jingles etc.
- Coordinate with and oversee communications activities
- Prepare and submit monthly reports of works undertaken and other reporting obligations requested by the Project Manager

Research and Publications

- Prepare and deliver communications packages, to promote the strategic and timely flow of information and key messages.
- Develop/produce publication layouts or relevant instruments and other material for public information (e.g., Posters, press releases, brochures, website contents, speeches, briefing notes,

Photography/videography

- Capture before, during and after images of project implementation.
- Capture photos and videos during media events, workshops and other events related to the project.
- Filing and processing of photos for use in media, website and social media.

Liaison Officer

- Liaise with the media including the public and private sector to create awareness of the project activities and achievements.
- Serve as the principal point of contact for project communications, including the development of press releases, organization of press conferences and responding to media questions related.
- Ensure appropriate visibility guidelines and measures for the World Bank are adhered to when producing print, electronic events and/or conducting events.
- In collaboration with the Environmental and Social Standards team within the PECU, conduct and facilitate community sessions in selected communities across Barbados and facilitate dissemination on the various medium of communication such as radio programs.

Social Media and Web page management

- Develop, update and maintain project website and social media channels.

Citizen Engagement

- Assist in the management of the Project's Grievance Redress Mechanism (GRM) and assess feedback from the Grievance and Complaints Logging System.
- Conduct interviews with beneficiaries and project teams to capture impacts and benefits.
- Any other communications activities assigned by the Project Manager

4. Qualifications and Experience

The selected consultant is required to possess the minimum competency requirements:

Academic Qualifications

- A Bachelor's Degree or higher in Journalism, Public Relations, Mass Communication, Public Affairs, Environmental/Health Communications, or a related field.

Experience

- 5 years of work experience in the field of media relations, research documentation, report writing, journalism or/and communication.
- Previous disaster recovery communication experience and/or extensive experience in designing, developing and managing public communication programs is an asset.
- Experience with communications strategies and approaches
- Demonstrated ability to work in teams and communicate effectively

Technical Competencies

- Demonstrated experience conceptualizing, preparing and maintaining multimedia and interactive content (such as slideshows, videos, and timelines).
- Strong communication skills to speak and effectively utilize various platforms, such as newsletters, blogs and social media to strengthen outreach efforts.
- Excellent writing skills; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style.
- Computer literate, with high proficiency in Computer software operations (Microsoft Word, Excel, Power-Point and Publishing etc.).
- Excellent understanding of and ability to apply communication tools and techniques, including the ability to analyze and use research data.

5. Contract Duration

The contract will be two (2) years in the first instance and would be subject to extension until the end of the project based on satisfactory performance.

6. Remuneration

Remuneration will be commensurate with qualifications and experience.

7. Performance Evaluation

The Communications Specialist will be subject to evaluation of performance based on the Performance Indicators to be agreed upon once appointed.

ANNEX 1 – PROJECT DESCRIPTION

The Beryl Emergency Response and Recovery Project is composed of four components:

Component 1: Immediate Recovery from a Hurricane (\$43.5 million). This component will finance key recovery activities for the affected sectors and will have three sub-components as described below:

Sub-Component 1.1: Recovery of the Fisheries Sector (US\$28.5 million).

Financial assistance to repair and replace fishing vessels affected by Hurricane Beryl and propose a mechanism to compensate fisherfolks in the future (US\$10.55 million): The project will provide financial assistance to fisherfolk and related industry members impacted by the hurricane to repair or replace damaged fishing vessels and equipment. The financial support will have two windows: (1) grants to boat owners (up to US\$15,000) for 25 percent of the cost for repairs and (2) a combination of grants and loans for replacement of boats destroyed in the hurricane. The second window will be executed by a fiduciary agent. In addition, a concept for future sustainable support to fisherfolk affected by disasters, including insurance schemes, will be developed.

Rehabilitation of the marina and its coastal protection, as well as rehabilitation of landing facilities (US\$17.95 million): Rehabilitation of the Barbados Fisheries Marina, upgrading landing facilities, rehabilitating or building new coastal protection structures for priority landing sites, repair of fish markets at Oistins and Paynes Bay, and purchase of fish aggregating devices.

Sub-Component 1.2: Repair and rehabilitation of the Port (US\$7.5 million).

1. Activities include immediate debris clearance and small civil engineering works to ensure the structural integrity of the port facilities.

Sub-Component 1.3: Coastal protection and rehabilitation of landing facilities for fisherfolk (US\$7.5 million).

1. Six Men’s Bay: Rehabilitation of the landing facility and coastal protection measures.
2. Paynes Bay: Coastal protection works for the road and rehabilitation of the beach area.

Component 2: Strengthening resilience for future events (US\$5.5 million). This component will finance activities to increase the resilience of Barbados by focusing on strengthening preparedness and response capacity of the National Emergency Management System (NEMS), as well as planning for resilient infrastructure for NEMS and BPI. This component will have two sub-components:

Sub-Component 2.1: Strengthening the Emergency Management Services (US\$1.75 million)

Activities under this sub-component aim to strengthen the preparedness and response capacity of the Department of Emergency Management, and include:

1. Improvement of the DEM management information system;
2. Resource enhancement and capacity building at the national and sub-national levels to enhance preparedness and response capacity, including of the District Emergency Organizations (DEOs) at local level;
3. Implementation of priority recommendations from the recently concluded National Disaster Preparedness Baseline Assessment and the ongoing Comprehensive Disaster Management Assessment;
4. Development of a national emergency shelter strategy and associated management guidelines.

Sub-Component 2.2: Studies and Support for the Port and Fisheries Infrastructure Resilience (US\$3.75 million)

Activities under this sub-component aim to build resilience to climate change and future catastrophic events of key infrastructure for the Bridgetown Port and the fisheries sector, as well as to foster economic development in the decades to come. Informed by the Government's Vision Plan 2075 and the 2023 Port Masterplan, activities will develop climate-resilient feasibility studies and designs for a new fisheries port and development of the Bridgetown Port, which will include climate-smart and Build Back Better considerations. Activities include feasibility and/or market studies for a:

1. Transshipment hub connecting Latin America and Africa
2. Dry-dock facility
3. Enhancing local boat building and repair capacities
4. New fisheries port

Component 3: Contingent Emergency Response Component (CERC). A zero-dollar component will allow the Government to reallocate uncommitted funds from other components for immediate use during an eligible emergency.

Component 4: Project management (US\$5 million). Funds for project management, including hiring of experts/consultants on procurement, financial management, environmental and social safeguards, monitoring and evaluation, and communication, as well as audits and other incremental operating costs per World Bank regulations.

ANNEX 2 –PERFORMANCE INDICATORS
COMMUNICATIONS SPECIALIST

	Performance metric	Complied ¹	Rating ²
1.1	Prepare and submit monthly reports on consultancy in a timely manner.		
1.2.	Develop annual workplan to effectively communicate key messages among all key stakeholders under the Project.		
1.3	Develop and implement a project level Communication Strategy.		
1.4	Prepare and deliver communications packages, to promote the strategic and timely flow of information and key messages related to VEEP		
1.5	Filing and processing of media products such as photos for use in media, website and social media		
1.6	Assist with the update and maintenance of the project website		
1.7	Submit quarterly progress reports within 30 days after the 3-month reporting period.		
1.8	Submit annual performance report within 30 days after the end of the year.		

¹ Yes, No or N/A

² 5 - Outstanding, 4 – Good, 3 – Satisfactory, 2 – Moderately Satisfactory, 1 - Unsatisfactory