

## **TOURISM ADAPTATION PROJECT**

### **Terms of Reference Communications and Stakeholder Relations Officer**

#### **General information**

Apart from the significantly large contribution of the tourism sector to the annual Gross Domestic Product (GDP), the sector is also one of the most important providers of employment in the country. The tourism sector also maintains critical economic linkages with remote and highly dispersed inhabited islands, and is linked to a diverse range of value chains and opportunities related to agriculture, fisheries, manufacturing, construction, transport, communication, energy, water and waste management.

The Project Management Unit (PMU) is primarily responsible for raising the public profile of the Project, whose principle stakeholders are the resorts and safari boat owners, investors, operators, Ministry of Tourism, Arts and Culture (MTAC), Ministry of Environment and Energy (MEE), Ministry of Housing and Infrastructure (MHI), dependent island communities, civil and environmental engineers, researchers, architects, and organizations including MATI, MATATO, LAM and DAM, civil society groups, and the general public.

With the activities planned for phase 1 coming to a close, there is a compelling need to share the findings and recommendations of the studies undertaken under the project, as well as to increase awareness among stakeholders on the climate change related risks faced by the tourism industry, and on the wide ranging adaptation measures designed to increase the industry's resilience to climate change.

Presently, there is a lack of good and effective communication between government, resorts and communities. The PMU intends to address this issue by strengthening communication and coordination between the ministries, resorts and the communities, and by developing reliable and timely information to cater to various stakeholders. The PMU will do this mainly through strategic communications, including proactive media outreach, and a range of public relations activities.

#### **Basis for consultancy**

The success of any project, business or organization depends largely on how effectively the stakeholders communicate. Today, there is a growing recognition that carrying out good baseline and feasibility studies and publishing the reports is not enough for such studies to influence policy and practice. To increase the probability that the findings and recommendations of the various studies completed under the project influence policy and practice, and benefit the stakeholders, there is an acute need to communicate these findings and recommendations to all stakeholders. Communications designed to influence policy and practice requires different skills and expertise. Likewise, different topics will also require different communications approaches in order to be effective. Developing





strong partnerships with the tourism industry, government, knowledge intermediaries and other stakeholders is vital to increase the visibility and success of the project.

Effective communication is also vital if the studies undertaken is to have maximum possible impact, and demonstrate its worth at a time when funding for environmental and development projects are at risk. Sharing lessons learnt from best practices as well as from pilot programmes is important to support this work. Since PMU does not have the necessary communication skills and capacity, it has been decided to provide the services of a Communications and Stakeholder Relations Officer (CSRO) to PMU, for a term of one year.

### **Description of work responsibilities**

Under the direction and supervision of the National Project Director, this position is responsible for managing communications and public relations activities related to the Tourism Adaptation Project (TAP).

The communication officer shall manage communications and public relations, including media relations for the Project Management Unit of the TAP and disseminate knowledge products of the project to promote climate change adaptation in the Maldivian tourism industry. The incumbent's major activities include: preparing and implementing periodic and specific Communications Plans, managing communications messaging for key audiences, co-coordinating Tourism Adaptation Platform's website content, preparing, in a timely manner, focused, highly readable written materials, ensuring consistent and effective style for all TAP communications products to maximize visibility and "branding". The ability to work autonomously, efficiently and in a flexible manner within the TAP team is crucial.

### **Primary Duties or Responsibilities**

- a) Develop and implement Communications Plans to convey TAP achievements, best practices & research results (at the level of stakeholder initiatives and for individual TAP programs) to key audiences through a variety of activities, events and communication products which should include:
  - o Making project lessons and case studies available via an online portal (e.g. the Adaptation Learning Mechanism);
  - o Sharing of project-related reports with other tourism adaptation projects in island states (such as the UNDP-supported tourism adaptation project in Samoa).
- b) Identify relevant NGOs, associations and representatives from the private sector, communities and government ministries and formulate and implement engagement strategies to ensure engagement and support from all stakeholders.
- c) Edit, review and/or write official publications to communicate key recommendations of the reports to the stakeholders.
- d) Prepare and maintain TAP Facts & Figures: accurate, up-to-date compendium of tables, charts, graphs on TAP funded activities with support from the admin officer.





- e) Provide communications support for joint project investments; special events such as proposed “World Tourism Day” (September 27<sup>th</sup> 2013); official visits to Project sites; stakeholder meetings, seminars and workshops.
- f) Co-ordinates Tourism Adaptation Platform’s website content.
- g) Manages media relations to ensure strong and effective project visibility.
- h) Attend ongoing Communications activities such as responding to inquiries, maintaining calendar of events and communications mailing lists and evaluating the impact of key communications tools.
- i) Assist the PMU to conduct an international tourism adaptation workshop with participation from other SIDS in the Pacific, Indian Ocean and the Caribbean.
- j) Identify case studies for presentation in knowledge sharing events;
- k) Assist PMU to plan and conduct knowledge transfer workshops with government representatives, tourism industry stakeholders, financial, insurance and re-insurance providers and multilateral institutions (UNDP, WB, ADB);
- l) Prepare summary report of findings from the knowledge transfer workshops and disseminate the report through the tourism adaptation platform.
- m) Work with the National Project Manager and PMU to ensure involvement of relevant stakeholders in consultancies, workshops and seminars carried out under TAP project.

More specifically, the CSRO will implement the following main responsibilities:

1. Communications about project activities and results.

- Design and facilitate printing and disseminate project brochure,
- Design and publish project quarterly newsletter
- Review and continually update MTAP website and other social networks.
- Assist with publishing project technical reports.
- Ensure appropriate dissemination of technical reports

2. Public awareness campaigns

- Translate project results into stakeholder and public awareness materials.
- Coordinate campaigns to raise stakeholder and public awareness on key issues, in close cooperation with NGOs and evaluate impact of campaigns.
- Prepare awareness materials for each of the studies completed under the project.

3. Other

- Establish communications style and standards.
- Assist in activities related to conferences, seminars, training courses etc.
- Ensure design quality of all project outputs.
- Support other activities requested by NPM.

**Outputs**

The CSRO shall provide the following outputs:

