

## **National Recovery Program Bureau**

### **TERMS OF REFERENCE**

#### **Individual Consultant - Time-Based (12 months)**

#### **Communications and Community Outreach Consultant**

### **Background**

Following the devastation caused by hurricanes Irma and Maria in September 2017, the Government of Sint Maarten embarked on a large-scale recovery and reconstruction program, based on the principle of building back better.

Since January 2018, the World Bank is assisting the Government of Sint Maarten. A significant part of Sint Maarten's ongoing recovery and reconstruction program is financed through a Trust Fund financed by the Netherlands, managed by the World Bank, and implemented by Sint Maarten.

To support the implementation of the Trust Fund, the Government of Sint Maarten established the National Recovery Program Bureau (NRPB), which serves as the Project Implementation Unit (PIU) for the Government of Sint Maarten.

### **Role of the Communications and Community Outreach Consultant**

The Communications and Community Outreach Consultant will play a vital role in advancing the NRPB's mission by increasing public awareness and fostering engagement with recovery and resilience initiatives. In this capacity, the Communications and Community Outreach Consultant (hereinafter referred to as the "Comms Consultant") will support the NRPB's Communications Department in executing its communication and outreach strategy effectively.

### **Key Duties and Responsibilities**

Reporting to the Head of the Communications Department, the Communications Consultant will be a full-time professional contributing to the NRPB's communication and community outreach efforts. Working closely with other Communications Officers, the consultant will collaborate on the following key tasks:

1. Development of communications strategies: Support the development of impactful and actionable communication strategies with clear short- and medium-term objectives that promote recovery policies and enhance the effectiveness of NRPB operations.
2. Implementation and monitoring of communication plans: Collaborate with the Communications team to execute strategies and action plans across multiple platforms, including online, social media, television, and print. Regularly monitor and report their impact and effectiveness to the Head of Communications.
3. Social media management: Manage NRPB's social media accounts in collaboration with other team members, ensuring consistent and engaging content. Develop and schedule posts, monitor audience engagement, and respond to queries and comments in a timely and professional manner.
4. Political and public opinion analysis: Monitor current events, public sentiment, and press coverage in Sint Maarten to provide insights on political and public opinion trends. Share regular updates and recommendations with the Communications Department Head.

5. Stakeholder engagement and outreach: Work with the team to design and implement outreach activities aimed at engaging broader audiences and stakeholders, fostering greater support for the recovery portfolio.

6. Project communications support: Provide communications support to NRPB recovery projects by:

- Collaborating with project teams to develop tailored communication strategies aligned with NRPB's overarching framework.
- Preparing and disseminating diverse communication materials, such as press releases, graphics, animations, videos, presentations, brochures, web content, speeches, briefing notes, and social media content.

7. Event coordination: Assist in planning and coordinating logistics for press briefings, conferences, seminars, public broadcasts, public consultations, and other communication-related activities involving external audiences.

8. Internal communications: Support the team in producing and distributing the monthly all-staff newsletter, ensuring timely and relevant content.

9. Website management: Work collaboratively to manage and update the NRPB website, continuously improving its design, functionality, and content delivery to meet key deadlines.

10. Any additional tasks aligned with this role that contribute to the long-term effectiveness and seamless completion of the NRPB's objectives and the recovery program.

## Contractual Arrangements. Duration of the Assignment and Performance

The contract is set to commence in June 2025 or as soon as possible thereafter, with a duration of 12 months. The successful candidate is expected to be primarily based in Philipsburg, Sint Maarten, and work full-time on-site for most of the contract period. Occasional remote work can be accommodated, but regular in-office presence is important for effective collaboration.

The Communications Consultant will carry out the responsibilities outlined above on an ongoing basis throughout the contract period, ensuring satisfactory performance as determined by the Head of the Communications Department.

## Qualification requirements

### Minimum Requirements

- A bachelor's degree in communications, journalism, public relations, marketing, or a related field.
- At least 7 years of professional experience in communications, public relations, journalism, or a similar field.
- Proven experience in designing and managing public communication programs, including strategy development and execution.

- Proficiency in website and social media management, with demonstrated ability to use relevant platforms effectively.
- Strong computer skills with familiarity in tools such as Microsoft SharePoint, content management systems, and basic graphic design tools.
- Advanced proficiency in English, both written and spoken, with strong writing, editing, and verbal communication skills.

#### Preferred Experience

- Proficiency in Adobe Photoshop and other graphic design or video editing tools, with the ability to create high-quality visuals and multimedia content for various platforms.
- Prior work experience in Sint Maarten or the Caribbean region in communications or related fields.
- Familiarity with public sector policy and procedures in Sint Maarten or a similar governance framework.
- Demonstrated ability to work in a team-oriented environment, collaborating with multiple stakeholders to achieve shared goals.

### Strategic Competencies – brief description

NRPB as an organization is committed not only to what we must achieve but also about how we are going to reach our objectives. Therefore, for this position we are looking for a profile that displays the following competencies:

#### Professional Acumen - Intermediate Level

- Applies problem-solving methodologies and tools to diagnose and solve operational and interpersonal problems
- Determines the potential causes of the problem and works on certain scenarios
- Sees opportunities and takes the initiative to act on them.
- Understands that responsible use of resources maximizes our impact on our beneficiaries.
- Open to change and flexible in a fast-paced environment.
- Effectively adapts own approach to suit changing circumstances or requirements.
- Evaluates data and courses of action to reach logical, pragmatic decisions.
- Takes an unbiased, rational approach with calculated risks.

#### Looking at the bigger picture – Strategic outlook – Intermediate Level

- Strategic thinking and strategic agility
- Develop skills in building business cases for the department projects
- Process improvement initiatives
- Analysis data for making recommendations in their area of expertise
- Anticipates and perceives the impact and implications of future decisions and activities on other parts of the organization.



### Leading myself and the others – Intermediate Level

- Regularly provides constructive feedback and recognition to team members regarding job performance.
- Collaborates and supports the development of others.
- Shares own knowledge and best practices with others for the purpose of assisting in their ongoing development

### Respect for diversity - Intermediate level

- Treats all individuals with respect
- Responds sensitively to differences and encourages others to do the same.
- Shows flexibility in changing the styles when faced with multiple dimensions of culture to be effective across cultural contexts
- multiple cultural frameworks, values, and norms

### Successful Communication – Intermediate level

- Explain issues clearly and succinctly
- Writes clearly and succinctly in standard communication settings and styles
- can clearly identify the subject and state the purpose of communication
- Communicates with impact as well as with empathy
- Remains calm when dealing with conflicts; shows empathy

### Relationship Building. Consultation and Collaboration – Intermediate level

- Share information and readily determines to whom to go for relevant information
- Seeks assistance and feedback in the problem-solving process
- Fosters teamwork
- Initiate collaboration on projects or methods of operating
- Demonstrates understanding of the impact of own role on all partners and always puts the end beneficiary first.

### Courage and Integrity – Intermediate level

- Maintains general knowledge of ethics, laws, regulations, standards that may impact the organization
- Reinforces difficult decisions that align with the organizational strategies and goals
- Enforces policies consistently
- Influences others to behave in an ethical manner
- Takes immediate action regarding reports of unethical behaviors or conflict of interest

### How to Apply?

Interested consultants can send their CV by email ONLY to the email address stated below. In the subject line, clearly state the position in the title of this ToR.

Before you proceed to apply, please consider the following requirements:



- Upon selection for an interview, applicants will be requested to produce evidence of the educational and professional qualifications pertaining to the minimum requirements. References may be asked for.
- Applicants may also be subject to satisfactory background checks.

Applicants should ensure that their CV is received by **May 7<sup>th</sup> 2025, at 23:00 AST**. Any CV coming in after this date and time may not be considered.

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[jobopportunity@nrpbxm.org](mailto:jobopportunity@nrpbxm.org)

The CV should clearly show the relevant experience and competencies outlined in the terms of reference above.