

TÜRKİYE CLIMATE SMART AND COMPETITIVE AGRICULTURAL GROWTH PROJECT (TUCSAP)

Terms of Reference

COMMUNICATION SPECIALIST

Ref no: CS.EU&FA.CS4-06C

1. Background

The Ministry of Agriculture and Forestry (MoAF) has received financing from the World Bank in the form of a loan (hereinafter called “loan”) toward the cost of the “Türkiye Climate Smart and Competitive Agricultural Growth Project (TUCSAP)” (the Project). MoAF intends to apply a portion of the proceeds of this loan to eligible payments under the contract for which this Terms of Reference is issued.

The Project supports the agri-food sector in transitioning toward a more sustainable, competitive and climate-smart growth orientation by enhancing capacity in a range of areas, including information generation and dissemination to contribute to sustainable soil and land- use planning/management; agricultural data collection and analysis; and animal health aspects, and by supporting innovation and the use of smart farming/climate-smart technologies and practices by farmers and agricultural enterprises. The project investments are expected to contribute to increased agricultural productivity/competitiveness, resilience, and sustainability. The Project will have started to be implemented in targeted regions in Türkiye.

The implementation of the Project follows World Bank’s (WB) fiduciary, environmental, and social policies and national requirements.

The Project is implemented through four components, namely as (1) Institutional Capacity Strengthening for Climate Smart Agri-food Policy, Planning, and Investments, (2) Enhancing Animal Health Capacity for Effective Disease Surveillance, Diagnostics and Control, (3) Investments for Enhanced Productivity, Resource-Efficiency, and Climate Resilience, (4) Project Management, Monitoring, and Evaluation.

Component 1 supports the strengthening capacity for sectorial planning, with a specific focus on narrowing information gaps in relation to Türkiye’s soils and land natural capital, to contribute to their sustainable planning and management. Component activities will also enhance MoAF’s digital blueprint for data collection and information management to support smart policy monitoring and programming.

Component 2 supports two main activities: strengthening the capacity of Veterinary Control Institutes (VCIs) (Subcomponent 2.1) and support to establish the National Veterinary Medicinal Control Center (Subcomponent 2.2). The component follows best practices (i.e., World Organization for Animal Health, EU) to support feasibility assessments, laboratory facilities, laboratory equipment, technical training for staff (as per the National Reference Laboratory defined plans for all laboratories), and information systems. Designs to maximize green and resilient (e.g., energy saving, seismic resistance) elements in infrastructure and equipment will be considered in the feasibility assessment.

Component 3 supports the dissemination, validation and adoption of Climate Smart Agriculture (CSA) technologies and practices, as well as Research, Development and Innovation (RD&I) efforts. The adoption of CSA technologies and practices will contribute to improved agriculture performance via productivity gains, cost reductions, more efficient resource-use (fertilizers, pesticides, energy, and water) and improved climate resilience, while also generating important climate mitigation benefits and reducing pollution. Investments under

this component are also expected to generate key agricultural data to support decision making by farmers and enterprises and to inform policy design. The component encourages the uptake and effective use of innovative/disruptive CSA technologies/practices by closing knowledge and skill gaps and by providing financial support and technical assistance to producers and enterprises. Subcomponent 3.1 will pilot a geothermal greenhouse business model to build infrastructure and mobilize private (including small/middle size) investors rapidly, while maintaining the advantages of a cluster. Subcomponent 3.2 will primarily focus on awareness creation, dissemination and providing co-funding opportunities for digitally enabled technologies and solutions (smart and precision agriculture). Subcomponent 3.3 will pilot and promote innovative approaches for manure management to overcome existing knowledge, physical and logistical barriers. Subcomponent 3.4 will support the implementation of the RD&I agenda around CSA in alignment with priorities identified in the recently launched Green Deal Plan including reducing the use of pesticides, enhancing nutrient management (through biofertilizers), and enhancing energy and water efficiencies and support climate- related assessments

Component 4 supports all project management functions. It includes support for a Project Coordination Unit (PCU) and Project Implementation Units (PIUs) for: (i) strengthening capacity for day-to-day project management of technical, fiduciary, Monitoring and Evaluation (M&E), Environmental and Social (E&S) issues; (ii) grievance redress, citizen engagement, and implementation of the communications; and (iii) M&E of project activities, including impact assessments, beneficiary satisfaction surveys, and development of an integrated system for project management and monitoring of project outputs and outcomes.

2. Scope and Objective

The main objective is to employ an experienced consultant as Communication Specialist to assist MoAF PCU in the project implementation activities as indicated below.

The Communication Specialist shall be responsible for the design and implementation of the communication strategy and communication and visibility plan and carrying out communication activities including citizen and stakeholder engagement to inform all internal and external stakeholders at the central and provincial level. The Communication Specialist shall also be responsible for managing and overseeing the implementation of the Project's Stakeholder Engagement Plan in close coordination with the social specialists of the PIUs such as preparation and dissemination of information materials, planning and implementation of information/awareness raising campaigns, etc. He/she shall provide the necessary coordination and technical support and consultancy regarding all communication activities to the Project Coordination Unit (PCU) and Project Implementation Units (PIUs).

He/she shall work in close collaboration with the social and environmental specialists and other relevant specialists in the PCU project team.

The Communication Specialist shall work under the supervision of the Project Technical Team Leader at the PCU.

3. Qualifications and skills

- At least Bachelor's Degree in Communications, Public Relations, Journalism or and/or related fields, an advanced degree will be an asset.
- Minimum 5 years of experience in the field of public information, stakeholder/citizen engagement, media and communication.

- Minimum 3 years of experience as a communication consultant or specialist in internationally funded projects/programs; experience in World Bank/EU financed projects and/or working with public institutions will be an asset.
- Proven experience in preparation and implementation of a communication strategy is an asset.
- Good command of spoken and in written English and Turkish is required.
- Proficiency in key computer applications, e.g., Word, Excel, PowerPoint, MS Project, web design.
- Ability to travel without restriction.
- Teamwork skills.
- Analytical thinking and problem-solving skills.
- Completed military service for male candidates.

4. Duties and responsibilities

- a) Prepare a communication strategy that will guide the communication activities carried out within the scope of the Project,
- b) Develop and implement a communication action and visibility plan that steers communication activities in line with the strategy including a work plan and communication budget,
- c) Ensure that all communication tools, products and activities are in line with the communication strategy and other related documents of the Project, World Bank procedures and relevant national legislation,
- d) Serve as a contact point between MoAF and World Bank for all communication and stakeholder engagement activities implemented under the project,
- e) Coordinate the design, development and management of the Project web site and social media accounts to ensure online presence of Project activities is active, and manage all these accounts,
- f) Ensure that all information regarding the Project will be made accessible on the MoAF's website and on MoAF's social media accounts,
- g) Prepare project's printed and non-printed communication materials, including but not limited to e-bulletins, press kits, factsheets, graphics, communication materials, brochures, leaflets, booklets, posters, video clips, etc.). These materials/documents will be prepared in coordination with service providers and with the project's technical teams at the PCU and PIUs, and will be shared, delivered and announced by the PCU and PIUs in line with the communication strategy and communication and visibility plan and also with the Stakeholder Engagement Plan of the Project, to inform stakeholders about the project activities,
- h) Develop technical sections of the tender documents for required services to implement activities listed under communication strategy and/or plan and ensure the quality of services and products delivered through these contracts,
- i) Supervise all content needed to perform the project-related visibility activities (project opening and closing events, commissioning ceremonies, workshops, communication campaigns, communication outreach events at local level, photo and video documentation, social media management etc.) as well as information/public relations,

- j) Develop and edit communications material including speeches, press releases, articles, interviews, magazines, newsletters and presentations,
- k) Coordinate media relations (preparation of press invitations, press releases, press conferences and media visits) and support all activities in this regard,
- l) Coordinate the preparation of human-interest and success stories; particularly regarding the adoption of CSA technologies, accompanying farmers at different stages (installation, training, and support and farm monitoring during production cycles) to capture farmers' experiences, develop communication materials highlighting farmers' success stories and testimonials, and document the economic and social impacts of climate-smart digital technology,
- m) Provide support to video scripts prepared for awareness raising and promotion,
- n) Provide support for the organization of awareness raising activities,
- o) Ensure coordinated communication among service providers and project partners,
- p) Respond to communication related ad-hoc requests received (obtaining necessary permits, following up with high-levels to organize press visits to project area, coordinate video documentation, etc.),
- q) Organize and participate in communications activities and events including relevant training activities, press conferences, workshops and press visits,
- r) Cooperate with the M&E Specialist(s) in effectively communicating the results and impact of Project's interventions.
- s) Revise related parts of POM regarding communication when required,
- t) Support the social team on the implementation of Stakeholder Engagement Plan and Program (SEP),
- u) The Communication Specialist will report to the Project Technical Team Leader.
- v) Perform other duties assigned by Project Technical Team Leader emerging in the frame of this Terms of Reference.

5. Duration and Location of Employment

The position will be based in Ankara as a member of the Project Coordination Unit. Communication Specialist will be required on a long-term/short-term and full-time/part-time basis.

The contract will have one year duration with two-month probation period.

Annex 1: Project Documents

- Loan Agreement between the International Bank for Reconstruction and Development (IBRD) and Republic of Türkiye
 - General Conditions for IBRD Financing: Investment Project Financing (December 15, 2021)
 - The World Bank Procurement Regulations for IPF Borrowers – November 2020
 - WB's “Guidelines on Preventing and Combating Fraud and Corruption in Projects Financed by IBRD Loans and IDA Credits and Grants”, dated October 15, 2006 and revised in January 2011 and as of July 1, 2016 (Anti-Corruption Guidelines)
 - National regulations as and when become relevant
 - TUCSAP Project Procurement Strategy for Development (PPSD)
 - Project Operations Manual (POM) of Türkiye Climate Smart and Competitive Agricultural Growth Project (TUCSAP)
 - TUCSAP Environmental and Social Documents
 - Environmental and Social Management Framework (ESMF),
 - Stakeholder Engagement Plan (SEP),
 - Labor Managements Procedures (LMP),
 - Environmental and Social Commitment Plan (ESCP).
- (available at <https://tucsap.tarimorman.gov.tr/Sayfa/Detay/1517>)
- TUCSAP Grant Manual (being prepared)
 - TUCSAP Communication and Visibility Plan (Draft)
 - TUCSAP Grievance and Redress Mechanism procedures