

TERMS OF REFERENCE

<u>Title:</u>	Project Communication Specialist
<u>Duty Station:</u>	Hanoi with national business trips if required MOC Project office 37 Le Dai Hanh, Hai Ba Trung, Ha Noi
<u>Duration of Assignment:</u>	12 working months (full-time) with possible of extension
<u>Expected starting date:</u>	April 2020
<u>Direct Supervisor:</u>	National Project Manager (NPM)
<u>Project ID and titles:</u>	Energy Efficiency Improvement in Commercial and High-Rise Residential Buildings in Viet Nam

1. Background

Ministry of Construction (MOC)/ Department of Science Technology and Environment (DOSTE) is implementing the Project “Energy Efficiency Improvement in Commercial and High-Rise Residential Buildings in Viet Nam” funded by GEF/UNDP and co-financing by Viet Nam agencies/institutions and enterprises.

Implemented between 2016 and 2020, the project’s goal is to reduce intensity of GHG emissions from the building sector in Viet Nam. The project objective is to improve the energy utilization performance of commercial and high-rise residential buildings in Ho Chi Minh and Hanoi. Realization of this objective will be achieved through implementation of three following components:

- 1) Improved Enforcement of Energy Efficiency Building Code;
- 2) Building Market Development Support Initiatives, and
- 3) Building EE Technology Applications and Replications.

Each component comprises a number of complementary activities designed to remove barriers to the stringent enforcement of the revised EEBC, and to the greater uptake of building energy efficiency technologies, systems, and practices in commercial and residential buildings. By EOP, the GEF investment will have catalysed direct GHG emission reduction of about 37,680 tCO₂e. The cumulative direct reduction in GHG emissions over the lifetime of the project is envisioned to be 236,382 tCO₂e.

Up to date, there are a number of key project outputs having been delivered that requires appropriate communication measures in order to create greater and more

sustainable project impacts in the construction sector. EECB Project Management Unit (PMU) therefore would like to seek a national communication specialist to help implement project communication activities to achieve expected outputs.

2. Objective

The incumbent will lead and coordinate project communication activities from the planning, implementing to reporting process in order to create greater and more sustainable impacts of the project outputs during and after the project.

3. Job Description

i. Develop the annual project communication plan ensuring that related activities are in line with outcomes, approach and activities agreed in the project document and related annual project workplan

- Review the project document, inception report, UNDP/GEF's communication templates/requirements, previous events in relation to EE/ EE in buildings/ green buildings/ green and smart cities and other related international and national communication documents to understand related communication regulations, requirements, experiences and lessons.

- Seek the information in relation to communication plans of related organizations (for example, UNDP, MOC, MOIT, USAID, IFC, etc.) in order to make sure that the project communication plan will be effective, practical and not overlapping but best utilizing communication results of those partners;

- Develop the annual and quarterly project communication plans in line with regular project workplans with expected outputs, tasks, activities, deadlines, involved persons, cost breakdowns, etc.

- Consult the drafts with PMU, DOSTE and project implementers, including UNDP's Communication Department and MOC's communication center, in order to ensure that the plan will best match their expectations and plans;

- Finalize the annual/ quarterly communication plan(s) and lead the implementation in close consultation with UNDP and PMU.

- Work closely with project consultants and staff during contract performance in order to ensure timely revision of the communication plan.

ii. Effective and timely organization and coordination of communication tasks/ activities

- Based on the approved annual communication plan, organize and coordinate the implementation of communication tasks with timely engagement of relevant stakeholders (real estate association, building owner, UNDP, contractors and others). A number of communication tasks can be described as (i) Green Building Week; (ii) international energy forums; (iii) result dissemination workshops, etc.

- Timely alert the PMU any related issue that requires a meeting/ workshop with justifications and best solutions suggested for PMU's decision, including project-related information shared by other organizations/ individuals;
- Participate in project events in order to ensure communication messages are well transferred to the attendees and media;
- Facilitate the meetings/ workshops in order to ensure the events go on the right track;
- Develop press release, minutes of communication event(s) and remain a network of potential audiences;
- Draft official letters/ messages/documents for speeding up the related process;
- Provide inputs for the energy saving website of MOC and for media if approved by PMU and UNDP and manage the outputs;
- Timely advise the PMU on communication initiatives in order to generate larger and more sustainable impacts of the project on beneficiaries, especially strategic communication linkages between project activities with relevant initiatives by the Government, other development partners, private sector, and communities;
- Support to disseminate project information as requested by NPD/ NPM including translation/ interpretation at regular project meetings and administrative support;

iii. Ensure timely mobilization of communication inputs, manage the progress and quality of communication services

Take the leading role in the implementation of the communication program through:

- Draft terms of reference (TOR) for communication services (for instances, film production, designs of leaflets, brochures, manuals, website, workshop communication products etc.), consult the TORs with UNDP, PMU and related partners and finalize them;
- Support the procurement process including preparation of bidding documents, advertisement, evaluation of bids and development of related evaluation reports/ documents;
- Provide inputs to the contract negotiation and signing process;
- Lead and manage the contract performance process in order to ensure the timely and quality-assured delivery of related services;
- Timely alert the PMU any support needed or any issue that might be a barrier for successful completion of tasks. Key issues shall be reported in written form with brief justifications and best solutions proposed for PMU's decision;

- Timely advise/ consult PMU and project partners, especially UNDP Communication Team, on the design, structures and dissemination of communication products (including technical products);

4. Required Skills and Qualifications

- Appropriate university degree in communication, journalism, public relation, civil engineering, architecture and other relevant fields.
- At least 05 years of working experience in the fields of communication or journalism. Experience in development and management of communication strategy/programs for EE/construction sector projects and/or international project is preferred.
- Demonstrated skills in drafting reports, press release and articles;
- Team working and presentation/communication skills;
- Ability to work effectively with stakeholders, including leaders, staff of state management agencies, local authorities, citizens and other entities;
- Ability to work under pressure and to meet strict deadlines;
- Proficiency in English skills;

5. Application

Candidates shall submit the following: i) Motivation Letter; ii) Curriculum Vitae; iii) Relevant Degrees/ Certificates; and iv) Supporting documents. All applications will not be returned.

Curriculum Vitae (05 pages as maximum) describes contact information of the candidate; related qualifications/degrees; duration of assignments (mm/yyyy – mm/yyyy), organization, position and related experiences/ skills. English skills (listening, speaking, reading, and writing) must be described as “poor, average, fairly good, good, and excellent”. Contact information of 03 most recent and relevant referees;

6. Recruitment Process

- i. A writing test;
- ii. An interview.
- iii. Reference check.

7. Remuneration

Monthly gross salary: VND 24,586,000 – VND 42,084,000 (*based on UN-EU Guidelines for Financing of Local Costs in Development Cooperation with Vietnam*).