

SOCIAL ENTREPRENEURSHIP, EMPOWERMENT AND COHESION IN REFUGEE AND HOST COMMUNITIES IN TURKEY PROJECT

Terms of Reference

COMMUNICATION SPECIALIST

Scope and Objective

In the scope of the Social Entrepreneurship, Empowerment, and Cohesion in Refugee and Host Communities in Turkey Project (SEECO) Project, a Communication Specialist will be assigned.

Communication Specialist will be responsible for leading all communication and outreach related tasks including developing a communication strategy in line with project development objectives; ensuring timely and quality implementation of the communication strategy; informing beneficiaries and stakeholders on about the nature, planned timeline and expected outcomes of the project.

The Communication Specialist will work **full-time** for the Project and will be located in **Ankara**. However, since the implementation area of the Project covers 11 provinces, the job requires some travel throughout these provinces in Turkey.

Background

Social Entrepreneurship, Empowerment and Cohesion in Refugee and Host Communities in Turkey Project is a project implemented by Ministry of Industry and Technology (MoIT) administered by the World Bank and financed by the European Union.

The proposed project of 39.5 Million EUR aims to support women and youth within refugee and host communities' transition into sustainable economic opportunities and increased social cohesion through the micro-grant support provided by the selected 5 Development Agencies (DAs) covering 11 provinces (Adana, Mersin, Gaziantep, Adıyaman, Kilis, Mardin, Hatay, Osmaniye, Kahramanmaraş, Diyarbakır, and Şanlıurfa), where vulnerable refugees mostly reside . The project aims at : (i) expanding economic opportunities for mostly women refugee and host communities through support for social enterprises and vital livelihoods facilities; and (ii) improving social cohesion among refugees and host communities through enterprise development and participatory engagement in livelihoods facilities.

The project will be implemented through three components, namely as (i) Social Entrepreneurship for Women and Youth in Refugee and Host Communities, (ii) Community Livelihoods-related Facilities in Refugee and Host Communities and (iii) Institutional Capacity Strengthening and Project Management.

Component 1 will finance activities to support social entrepreneurship in refugee and host communities in the target provinces. The project defines a social enterprise to include profit-making businesses that prioritize social or environmental impact while reinvesting profit primarily in their mission and/or benefitting target social groups through employment or other activities that may increase their income. For the purposes of the project, this includes, inter alia, businesses that are established with the mission of employing, or self-employed, refugees and other vulnerable members of the community (e.g. disabled, at-risk youth, etc.).

This component will directly benefit those receiving startup support services, subgrants, and employment in social enterprises; indirect beneficiaries are the buyers of goods and users of services provided by the social enterprises. Subcomponent 1A will finance support services for social entrepreneurs and Subcomponent 1B will fund subgrants for the incubation or acceleration of social enterprises. The elements of this approach aim to maximize the potential for success of the project-supported social enterprises and enables the participation of less-privileged women and youth in social entrepreneurship.

In order to develop sustainable microenterprises, women (and other vulnerable) social entrepreneurs supported under Component 1 will need to access a range of supporting facilities. The development and survival of the business is not only a function of business and technical skills; women face a number of other constraints to their successful engagement in livelihood opportunities. While some of these are addressed in Component 1 through support services (training, mentoring, and coaching), others require local community-level, small-scale investments, without which social enterprises will flounder and/or be unsustainable, and social cohesion outcomes will not be achieved.

While the neighborhoods in the local authorities covered by the project are generally provided with basic services and infrastructure (such as roads, water, sewerage, and solid waste management), other services that would support women's participation in social enterprises are either unavailable or only partially available in most of the project locations. Such services include childcare facilities or kindergartens, access to community-based workshop facilities or market-spaces, and access to local marketplaces.

To address these gaps in facilities, support the efforts of refugee and host community women to earn income, and promote dialogue and engagement of refugees, host communities, and municipal authorities around social enterprises, component 2 will finance: (i) the capacity building and facilitation activities for refugees and host communities to engage in participatory decision-making processes over local needs and priorities for livelihoods-related facilities under Subcomponent 2A; and (ii) the cost of establishing/renovating selected livelihoods-related facilities under Subcomponent 2B.

The implementation of the proposed project will follow World Bank Policies and EU Requirements. Component 3 will finance project management, monitoring & evaluation, and communications (and visibility) as well as the targeted capacity building of national (MoIT, DAs) and local actors (local authorities, NGOs, other stakeholders) to strengthen their capabilities to support women's livelihoods development in this project and in the future.

Qualifications and Skills

- University Degree in communications, journalism, advertisement or social sciences,
- At least 5 years of professional experience in preparation of communication strategy, management and implementation of communication work,
- Minimum 3 years of experience in the projects financed by the European Union,
- Experienced in working in the projects in coordination with public institutions in Turkey,
- Knowledge in Microsoft Office package (Word, Excel, Outlook, PowerPoint) as well as professional software relevant to the work area (Photoshop, Illustrator, Final Cut Pro, Adobe Premier Pro, After Effects etc.) to the degree that ensures supervision of the production processes,
- Good command of written and spoken Turkish and English,
- Ability to travel without restriction,
- Completed or postponed military service for male candidates (for Turkish citizens).

Duties and Responsibilities

- Preparation and Implementation of a Communication and Visibility Plan that outlines the communication work implemented under Project,
- Ensure timely implementation of the communication and visibility plan that outlines communication activities including a work calendar and communication budget, developed in line with the communication strategy,
- Work closely with Project Implementation Unit (PIU) in designing and developing the project web site and social media accounts,
- Management of project's online presence (web site and social media accounts),
- Content generation for printed materials and supervise design processes,
- Content generation for online media platforms and supervise design processes,
- Coordinate and liaise with other PIU specialists, for instance Environment and Social specialists to ensure the communication materials are accessible and readable by project beneficiary groups,
- Liaise with social specialist on the implementation of the Project's Stakeholder Engagement Plan, which sets out stakeholder engagement program, communication methods for different stakeholder groups under the Project,
- Supervise all content produced throughout the project-related visibility activities (launch, workshops, communication outreach events in selected localities), online/print communication products, as well as outreach events that aim at informing beneficiaries,
- Ensure preparation of all printed and audiovisual visibility materials in line with EU Communication and Visibility Manual and Communication and Visibility Manual for EU External Actions Projects funded under the EU Facility for Refugees in Turkey,
- Provide support for the organization of outreach events that aim at awareness raising and informing beneficiaries,
- Coordination of media relation, preparation of media advisories and press releases and support all activities concerning media relations,
- Support PIU in developing technical specifications for procurement of communication services and products by external service providers,
- Replicate all tasks assigned to him/her for selected DAs under the Project if and when necessary. Support each and every DA in the whole process of their project related communication issues and ensure that they are carried out by the DAs in line with the Bank's requirements and principles,
- Ensure coordinated communication among service providers and project partners.

Duration

The project has a 4-year duration. The planned duration of service of the Communication Specialist is foreseen to start in January of 2022 until the project's extended closing date which is last quarter of 2024. Due to the phasing of the financing, a contract will be signed with the preferred candidate in two stages (December 2021 to December 30, 2022, and then after the extension of the Grant Agreement from January 1 2023 to October 2024). Two-month probation period will be applied by renewable 1-year contracts and additional input days will be requested from time to time till the end of the implementation, if performance is satisfactory.