



Ministry of Finance

Social Safety Net Project

VACANCIES

Applications are invited from suitably qualified and experienced citizens of Sri Lanka for the following position at Social Safety Net Project (SSNP) implemented under the Ministry of Finance.

Position	Qualifications
Communication Manager (One Vacancy) Staff Level as per Department of Management Services Circular: PS 4	1) A Bachelor's Degree (Special) in Communication, Mass Media, Marketing or similar field which is recognized by the University Grants Commission And At least 07 years post qualifying experience in the communication related field OR 2) A Bachelor's Degree with a subject of Communication, Mass Media, Marketing or similar field with a Post Graduate Qualification which are recognized by the University Grants Commission And At least 07 years post qualifying experience in the communication related field OR 3) An officer of the Government All Island Services Class II or III with experience in communication related field With At least 7 years- experience in the Class II/III post.

Note: Tentative Terms of Reference (TORs) is in the website <http://www.treasury.gov.lk/web/ministry-of-finance/vacancies>

Age: Below 65 years as at **03.02.2017**

Method of Selection: Shortlisted applicants based on qualifications and experience will be called for an Interview.

Recruitment Basis: **Contract Basis** in the case of person who will be recruited to the post from outside the Government Service and **Secondment Basis** in the case of officer who will be recruited from the Government All Island Services.

Monthly Remuneration: Contract Basis: Rs.115, 000.00 + Cost of Living allowances; Secondment Basis: An allowance of 50% of the basic salary of the respective post of the project in addition to the present salary.

Terms and Conditions: The appointment will be made initially for a period of one year and may be renewable annually subject to the satisfactory performance. All conditions in the Management Services Circular No.01/2016 of 24.03.2016 and subsequent circulars will apply in relation to the appointments.

Application form can be downloaded from the Ministry of Finance web site <http://www.treasury.gov.lk/web/ministry-of-finance/vacancies>. The application in the given format should be sent (Registered Post) on or before **03. 02. 2017** to the **Project Director, Social Safety Net Project, Room No. 208, 2nd floor, General Treasury, Colombo 01** along with the copies of the certificates of educational, professional and experience to prove the eligibility. Post applied should be written in the left hand corner of envelop. Applicants from public sector organizations should channel their applications through the respective Heads of Organization.

Deputy Secretary to the Treasury
General Treasury,
Ministry of Finance
Colombo 01

Ministry of Finance
Social Safety Net Project Management Unit - Social Safety Net Project 2017 - 2021

Terms of Reference
Communication Manager

(a) Overall Project Scope and Description

Government of Sri Lanka is in the process of improving efficiency and effectiveness of the social safety net expenditure for the meaningful benefits of poor and vulnerable as well as the fiscal sustainability. Towards this end, arrangements have been made to operationalize Welfare Benefits Board established under the Welfare Benefits Act No. 24 of 2002.

With the view to address the existing and future challenges posed on the social protection system of the country in line with the objectives of the Welfare Benefits Board, Social Safety Net Project (SSNP) has been designed with financial assistance from the World Bank. SSNP is a project under results-based Investment Project Financing (IPF) of USD 75 million with an implementation period of five years (2017 – 2021). SSNP has been designed to achieve set of results in the agreed result framework of SSNP. Accordingly, the Government will be able to withdraw funds from the World Bank based on the achievement of results measured by 6 Disbursement Linked Indicators (DLIs) over the five year period.

(b) Objective and Expected Results of the Project

The objective of the project is to improve the equity, efficiency and transparency of Sri Lanka's social safety net programs for the benefit of the poor and vulnerable.

Results Indicators used to measure progress are as follows:

- Percentage of beneficiaries in the poorest 20 percent under the Welfare Benefit Schemes operated under the Welfare Benefits Act (WBS) (*equity*)
- Coverage of the poorest 20 percent by the WBS (*equity*)
- Average application processing time for WBS programs (*efficiency*)
- WBS beneficiary lists published at Divisional Secretariat (DS) offices (*transparency*)

The Ministry of Finance has established Social Safety Net Project Management Unit (SSN- PMU). This Unit is responsible for implementation and coordination the project activities carried out to achieve targets/ outcomes of SSNP, in collaboration with Ministry of Finance, Welfare Benefits Board, Ministry of Telecommunication and Digital Infrastructure, ICTA, Ministry of Social Empowerment and Welfare, Ministry of National Policies and Economic Affairs, Ministry of Home Affairs and other partnering agencies according to the guidance of Project Steering Committee. Further, SSN- PMU is responsible for monitoring and evaluation of the overall Project.

(c) Objective of the Assignment

The overall objective of this assignment is to assist Project Director to manage the SSNP as per project objectives and other requirements of the project, including making public and other stakeholders buy- in the results and activities carried out to improve efficiency, effectiveness and transparency of the delivery of welfare benefits enabling the relevant institutions to obtain required information accurately on time, to make selection objectively and verifiably and make payments efficiently and transparently.

(d) Key Tasks

The Communication Manager will be responsible to;

1. Carry out directions of Director/ Deputy Director made to perform his/ her functions;
2. Carry out communication need assessment and report;
3. Plan, prepare and implement a communication strategy and action plan for the project including information on objectives, audiences, messages, resources, timescales, tools and activities;
4. Promote participation of all the stakeholders in the project for sustainability;
5. Develop user-friendly and high quality Information, Education and Communication (IEC) material (such as handouts, posters, brochures, video documentary films and photo documentation, success stories booklet etc.) for communication of the project activities to the public and stake holders and ensure that, it reaches all the stake;
6. Compile and document the project progress reports and prepare quarterly newsletters on project progress and forthcoming activities;
7. Update the project website with the communication material and newsletters prepared;
8. Regularly monitor the mass media and put up reports/rejoinders;
9. Regularly monitor response of public officers on project activities and make arrangements for response;
10. Regularly monitor the public perception of the project activities to maintain a right image for the project;
11. Closely work with the media, government officials, general public, and other stakeholders;
12. Develop and device mechanisms to make favourable the understanding and perceptions of general public, relevant officers and other stakeholders;
13. Report on the status of stakeholder buy-in, understanding, and perceptions and the public's attitude and reactions to the activities of the project and other activities connected to the objectives of the project;
14. Document the project communication activities;
15. Implement Social Management Framework (SMF);
16. Evaluate social risks associated with the project activities;
17. Provide overall support and guidance on social issues related to the project's implementation especially on safeguards and social inclusion;
18. Identify impacts if any and mitigation measures and community's feedback on the project;
19. Ensure that each subproject and activity under the project is subjected to the Project SMF process and procedures;
20. Assess and report the vulnerability of social groups for the loss of the existing social protection benefits including loss of livelihood or sources of livelihood, loss of community property resources, loss of access to protected areas, gender issues etc.;
21. Organize trainings, workshops, meetings and disseminate the developments and outcomes through press release, reports, audio-visuals, web sites, emails etc.;
22. Provide support in internal communication through disseminating minutes of meetings, announcements, updating the contents of the activities of the project on regular basis;
23. Develop indicators for monitoring implementation of Communication Plan and SMF;
24. Perform the duties in line with the provisions of the loan agreement and connected documents and government procedures and guidelines as appropriately;
25. Closely work with the implementing agencies, government officials, and other stakeholders;
26. Regularly monitor, document (such as manuals) and report the relevant project activities;
27. Organize meeting/ workshops/ seminar as and when necessary;
28. Organize national level consultations with major stakeholders and academia;
29. Ensure achievement of targets set out in DLI 6 jointly with ICT Manager

30. Ensure achievement of targets set out in the SSNP and DLIs related to the functions assigned to and facilitate other staff to achieve such targets and DLIs;
31. Maintain database and files related to the functions assigned;
32. Any other duty assigned by Secretary to the Treasury/ Deputy Secretary to the Treasury/ Director/ Deputy Director.

(e) Duration of the Assignment

This is a full-time position. The service is initially for a period of 01 year. The contract is renewable, subject to satisfactory performance. There will be an initial performance review by the Project Director after six months. Thereafter, there will be an annual performance evaluation by the moderated by Deputy Director and appraised by the Project Director.

(f) Institutional Arrangements and Reporting

- Communication Manager should report to Director through Deputy Director.
- In carrying out the assignment, the Communication Manager is expected to consult with and work closely with key relevant staff responsible for implementing the activities of the Project.

(g) Remuneration:

As per the Management Services Circular No.01/ 2016, and subsequent amendments and specific instructions of Department of Management Services on SSNP.

Received.

Signature:

Name:

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