

Terms of Reference (ToR)
For the Position of
Executive Officer (Communication and Public Relations)
World Bank/IDA Funded
Export Competitiveness for Jobs (EC4J) Project
Under the Ministry of Commerce

1. Background

Bangladesh's economic performance has been characterized by strong growth for more than a decade. Between 2000 and 2015, the size of the economy in purchasing power parity terms (PPP, current US\$) more than tripled to US\$537 billion. During this period, exports of goods and services and inflows of personal remittances increased on an annual average of 15.5 percent and 15.2 percent, respectively. In the decade to 2015, gross domestic product (GDP) per capita (PPP) increased annually by 6.8 percent to US\$3,333. Bangladesh may attain middle-income status by 2021—the target set by the Government of Bangladesh (GoB) if it maintains a growth trajectory close to eight percent. Bangladesh's continued integration in trade and international production networks will play an important role in this process.

Importantly, around 25 million youth will reach working age and an estimated 16 million youth will enter the labor market in the coming decade. More, better, and more inclusive jobs are required to continue to reduce poverty and provide a brighter future for a nation in which 30 percent of the population is 14 years or younger. Nine out of ten Bangladeshi workers are operating in the informal sector and three out of five workers find themselves in vulnerable employment. Rapid urbanization coupled with significant youth unemployment and underemployment indicate that inclusive economic growth is required, but not necessarily sufficient, to maintain political stability. An important contribution to formal job creation in productive sectors could come from tradable sectors in which Bangladesh has a comparative advantage. Raising export competitiveness is essential in realizing this economic potential.

The 7th Five-Year Plan (FYP) FY2016-20 and Vision 2021 aim for Bangladesh to attain middle-income economy status by its 50th anniversary as an independent nation. Concrete targets of the seventh FYP (by FY20) include to: (i) increase gross investment from 28.97% to 34.4% of GDP; (ii) increase private investment from 22% to 26.6% of GDP; (iii) generate FDI worth US\$9.6 billion; and (iv) generate exports worth US\$54.1 billion. According to Sustainable Development Goal (SDG) 17.11, Bangladesh also aims to double the export volume by 2030 and MoC will be leading this agenda on behalf of GoB. The GoB will seek to achieve these targets by improving regional and global integration through trade liberalization and trade facilitation to promote higher value added manufacturing; invest in industrial infrastructure to develop the private market for economic zones; strengthen institutions to manage a larger and more complex economy and foster a business-friendly environment; and improve technical education and skills formation.

The goal of the 7th FYP is to reduce poverty through export-led growth, and export diversification is the strategy for GoB to achieve this. To avoid the risk of limited markets and products, our export policy has a mandate to diversify export products from highest priority sectors and special development sector. To comply this mandate, the GoB requested World Bank Group (WBG) support in FY16 to promote export competitiveness and diversification by supporting the development of the leather, footwear, plastics and light engineering sectors. Leather and leather products, (leather and non-leather) footwear, plastics and light engineering are labor-intensive sectors that have demonstrated strong growth potential. In particular, leather and footwear are increasing exports in the recent times. Firms in these sectors are expanding their production and seeking to integrate into global value chains (GVCs), but development is held back in part due to insufficient technology and skills

adoption, and lack of compliance with international Environmental, Social and Quality (ESQ) standards. Failure to invest to overcome these shortfalls results in large part from a number of market failures, including information asymmetry between foreign buyers and Bangladeshi sellers with regard to requirements for adherence to often-changing standards and accreditations in high-income markets. Market signals often fail to reach prospective suppliers and markets for business development services (BDS) and accreditation and testing mechanisms are generally underdeveloped. There are frequent coordination failures to address issues of mutual interest, such as policy advocacy, articulation of demand for skills, and agreement on common needs for technology adoption due to poorly organized market participants.

The identified sectors currently employ largely poor, low-skilled workers; demonstrate great potential for stronger backward linkages, and increased domestic value addition. There is strong anecdotal evidence of multinationals assessing Bangladesh as the next frontier for large investment in these sectors with significant knock-on effects if key constraints can be addressed. PricewaterhouseCoopers (PwC) ranked the four sectors as top in an assessment of sectors with high employment and growth potential in Bangladesh in 2017.

2. Project Description

The “Export Competitiveness for Jobs” Project will support key priorities and objectives outlined in the World Bank 2015 Systematic Country Diagnostic (SCD) for Bangladesh (titled ‘More and Better Jobs to Accelerate Shared Growth and End Extreme Poverty’). In particular, it will target two of the three foundational priorities: (i) ‘strengthening institutions and the business environment’; and (ii) ‘promoting human development’. In addition, it will contribute to one of the five transformational priorities: ‘regional and global integration’.

The Bangladesh Country Partnership Framework (CPF) for FY16-20 focuses on three key areas: (a) enhancing growth and competitiveness, (b) fostering social inclusion, and (c) supporting climate and environment management. This project is designed to enhance growth and competitiveness of select labor-intensive sectors such as Leather & Leather Goods, Footwear (leather & non-leather), Light Engineering (Electronics & Electrical Goods, Bicycle, Mold making, etc.) and Plastics in which Bangladesh has a revealed comparative advantage or sectors that provide essential inputs in export-oriented manufacturing value chains. It will support policy reforms as well as the provision of training and technology diffusion opportunities to boost competitiveness.

The project has four components:

- i. Market Access Support Program,
- ii. Productivity Enhancement Program,
- iii. Public Investment Facility for Infrastructure Constraints (**PIFIC**); and
- iv. Project Implementation, Monitoring and Evaluation.

The Project Development Objective (PDO) is to increase employment through increased trade and private investment in select sectors with export potential. At the PDO outcome indicator level, ‘export diversification’ is measured by the number of firms directly exporting in targeted sectors, ‘More jobs’ is measured by the number of new jobs created in the targeted sectors, and ‘Better jobs’ is measured by the average wage growth for beneficiary firms in the targeted sectors.

3. Objectives of the Assignment

The objective of this assignment is to ensure effective Communication and Public Relations during the project implementation period.

4. Reporting, Duration & Location:

Report to: Project Director(PD)

Duration: 24mm

Location: Dhaka

5. Summary of Key Functions

- Write press releases and prepare information for the media
- Identify main target groups and audiences and determine the best way to reach them
- Designate an appropriate spokesperson or information source for media inquiries
- Help Project management communicate effectively with the stakeholder and public
- Assist Project management and spokespeople
- Devise advertising and promotion programs
- Develop, support and promote Project goals, including message development, social media content creation and media outreach
- Develop and disseminate public relations materials that increase Project visibility among stakeholders and beneficiaries
- Build and maintain relationships with journalists, bloggers, investors and customer audiences that will help advance Project work
- Identify target audiences and create strategies to effectively engage them
- Ensure digital content aligns with Project objectives, and assist with branding campaigns as needed
- Prepare documentaries and arrange broadcast with TV channels and other social networks on project activities;
- Prepare and maintain web content, ensure quality of the project website and update information on the website;
- Produce the half yearly EC4Jnewsletter, Impact Series and other communication materials;
- Arrange media tours for the media workers to disseminate information on EC4J Project
- Support PIU to liaise and coordinate with the relevant partners/organizations, as required;
- Manage and regularly update all the digital communication platform of EC4J Project;
- To assist PD/PM in preparing reports on project activities and progress to send to different stake holders as required;
- Carry out any other relevant duties and responsibilities as assigned by the PD/PM/DPDs;

6. Required Skills and Experience

Education:

- A post-graduate degree from a recognized higher education institution preferably in communication/journalism/media studies/education/social science/arts or equivalent;

Experience:

- At least 7 years of experience in a responsible position of a public or private organization.
- At least 3 years of experience as a communications/ media/ journalism professional in a position held in a reputed media/advertising/ communication firm/ organization;
- Strong connection with the media community;
- Skills in developing communications literature/materials for the media both English and Bengali;

- Experience in facilitating inter-institutional organization and ability to work with teams;
- High level of proficiency in written and spoken English and report writing, Computer literacy skills (MS Word, Excel, and Power Point etc.) is desirable.
- Previous experience of working with IDA or any international donor funded projects will be an added advantage for the candidate.

7. Financial Terms and Conditions

The Executive Officer (Communication and PR) shall be responsible for all taxes and duties including income tax and VAT as may be applicable per GoB rules and regulations. The Executive Officer (Finance) shall be paid travel and lodging expenses on an actual cost basis and a subsistence allowance to cover all other costs.