



## TERMS OF REFERENCE

### Senior Consultant - Communications and PR – Asia

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#### 2030 WRG Background

The 2030 Water Resources Group ('2030 WRG' - [www.2030wrg.org](http://www.2030wrg.org)) is a public-private-civil society partnership that supports governments accelerate reforms with the aim of ensuring sustainable water resources management for the long term development and economic growth of their country. It does so by helping to change the 'political economy' for water reform in the country through convening a wide range of actors and providing water resources analysis in ways that are appealing for politicians, administrators and business leaders outside the traditional water sector. The 2030 WRG deploys its distinctive 'ACT' (Analyze-Convene-Transform) approach with a focus on accelerating particularly demand-side solutions involving public, private and civil society stakeholders across agriculture, industry and urban development.

This document outlines support required for a Short Term Consultant in the field of Communications and Public Relations (PR) towards 2030 WRG's engagements in Asia. The consultant will report to the Regional Co-Heads Asia and Middle East of the 2030 WRG.

A brief overview of the expected role and deliverables of the senior consultant is included below:

#### Objective of the assignment

Take the lead in communications and PR support to 2030 WRG programs in Asia – with primary efforts across the countries/ states with a current program and partnership (India National, Karnataka, Maharashtra, Uttar Pradesh, Bangladesh, Vietnam, Mongolia, and, upcoming, China).

#### Scope of work

The senior consultant will be responsible for assisting the Regional Co-Heads as well as the Global Communications Officer based in Washington D.C. in implementing external and internal communications strategies for 2030 WRG, working with firms to develop content for soft and hard copy publications, and managing external and internal events on behalf of 2030 WRG. The consultant will assist the Regional Co-Heads and the Global Communications Officer to support other communications deliverables in alignment with the global and regional/ national communications strategies and approaches.

He/she will be an integral member of the core 2030 WRG Regional Leadership Team; participate in regular (leadership) team meetings; actively drive the communications and PR agenda across the region; ensure consistency in messages, presentations and reports among active countries/ states; and support expanding the national/ state-level networks and leadership position of 2030 WRG in the water sector transformation space across key stakeholders in government, private sector and civil society.

The following specific responsibilities will have to be undertaken by the consultant:

1. Develop a comprehensive communications strategy for Asia and implement it using various media and non-media channels to promote the program:
  - a. Identify key stakeholders, develop messaging approach and materials
  - b. Build and nurture relationships with key influencers who drive water stories in the media
  - c. Identify opportunities for promotion of the country-/ state programs and positioning its relevance and value-add through lessons learnt and impact achieved through various work-streams and projects
  - d. Develop consistent messaging (stories, interviews, blogposts and Op-Eds) around positioning of 2030 WRG work, role of the private sector in sustainable water management, multi-stakeholder partnerships, and key thematic areas of our work in feature stories, videos, advertorials, and other corporate collateral
  - e. Develop related communications materials (print, video, website-related)
  - f. Track coverage and re-calibrate strategy and tactics as needed
  - g. Co-ordinate 2030 WRG activities with communications counterparts in our partner organisations, especially the global and national 2030 WRG partner organizations, as well as key counterpart authorities, knowledge partners and funding agencies.
  
2. Take ownership for developing communications materials for external communications:
  - a. Document achievements, lessons learnt and processes from programs and projects
  - b. Assist in production of publications and other communications materials
  - c. Coordination with design and printing vendors
  - d. Assist in development and preparation of communications materials including briefing materials, presentations, workshops, press releases, video materials
  - e. Assist in updating content for the Asia external and internal websites
  - f. Provide timely information for 2030 WRG, IFC and WBG's media channels (social media and other media)
  - g. Coordinate and write the Asia sections of the 2030 WRG Annual Report and Quarterly Newsletter
  - h. Create more opportunities to showcase, disseminate/publicize and exchange the knowledge products generated from the country-/ state-level engagements. This will add to the effort that 2030 WRG is seen as a credible and neutral entity with a certain authority in our strategic areas of work. The data will also be used to inform media professionals and policy makers among others.
  
3. Event management support to 2030 WRG workshops, round table sessions, seminars, conferences etc. to reach out to internal and external stakeholders:
  - a. Coordination with associated partners, leverage partner networks, and amplify 2030 WRG reach so that it will resonate more widely at national and international level
  - b. Position comms to become an integral part of the regional operational team, involved in the process of stakeholder mapping, risk analysis, and the ongoing stakeholder engagements
  - c. Interface with external vendors
  - d. Brand and signage in accordance with 2030 WRG/ IFC guidelines
  - e. Preparation of appropriate distribution materials
  - f. Contact with press and (online) media channels
  - g. Translation services
  
4. Research, retrieval and analysis of data/information from internal and external sources for creating communications materials.

**Level of Effort:** 75 days contract for the period 15<sup>th</sup> of August 2016 – 15<sup>th</sup> January 2017 (renewable upon mutual consent).

**Location:** Delhi (possibly Mumbai), with local and international travel (up to 25%)

**Selection Criteria/Qualifications**

The preferred candidate for this position will have:

1. More than 15 years of professional experience in the fields of communications and public relations, including at least 5 year with private sector, and preferably also public sector and/or civil society
2. Exposure to the water resources sector and/or multi-stakeholder dialogues is not required, but will be considered an advantage
3. Significant experience in India, with an active network across (the communications community of) public sector, private sector and civil society entities
4. At least five years of international professional exposure in relevant areas, ideally working from a duty station in Asia outside India
5. A dynamic, energetic and self-motivated/ entrepreneurial personality, and hands-on mindset (considering the nimble regional 2030 WRG team is limited to approximately 10-12 people across 7 countries/ states)
6. Excellent leadership and interpersonal skills – the ability to work independently and effectively with people across sectors
7. Excellent oral and written communication and presentational skills. Spoken and written fluency required in English; ability to speak in Hindi is a plus; and
8. Advanced degree in a relevant field (e.g., communications, public affairs, etc).

**Contact:** interested parties should send their CV and brief motivational letter (less than one page) to Christoph Jakob, Co-Head Asia and Middle East, 2030 WRG/IFC ([cjakob@ifc.org](mailto:cjakob@ifc.org)) on or before Friday July 22<sup>nd</sup>, 2016.