

**REQUEST OF CVs  
For Selection of Consultants for  
Senior Communication Consultant  
(Ref: SCC)**

**GENERAL BACKGROUND INFORMATION**

The Government of Turkey has been allocated grant funds from The Partnership for Market Readiness Multi-Donor Trust Fund which is administered by the International Bank for Reconstruction and Development (IBRD) and executed by The Ministry of Environment and Urbanization (MOEU) through the Climate Change Department (CCD). The Project Development Objective (PDO) of the Partnership for Market Readiness Project (PMR Project) Implementation Phase is to assist Turkey to implement a Greenhouse Gas Monitoring, Reporting, and Verification (MRV) pilot in the selected sectors, based on Turkey's MRV regulation, and to provide analytical information for the establishment of a carbon market in Turkey.

The Market Readiness Proposal of Turkey (MRP) consists of the following Parts:

**Part 1:** Assisting Turkey in piloting, on a voluntary basis, the use of the Monitoring, Reporting and Verification (MRV) procedures within the electricity sector, and with other willing companies and stakeholders.

**Part 2:** Conducting analytical studies to inform decision-making on the use of market-based instrument(s) (MBI), including, inter alia, (i) a study on consideration of an emission trading scheme for the electricity sector; (ii) a study on recommendations for selection of MBIs and modelling for sectors covered and not covered by the MRV regulation; (iii) a study on GHG market modelling for selected sectors covered and not covered by the MRV regulation; and (iv) a synthesis report of the above mentioned studies for consideration by the Climate Change and Air Management Coordination Board (CCAMCB) and policymakers.

**Part 3:** Stakeholder training, consultation/engagement and public awareness activities, including, inter alia, (i) conferences and workshops supporting the activities under Parts 1 and 2; (ii) consultation meetings with stakeholders; and (iii) public awareness activities (media, high level public/private meetings, etc.).

**Part 4:** Setting up project management to coordinate PMR activities.

The closing date of the grant agreement is June 30, 2018.

The MoEU plans to recruit a Senior Communication Consultant with the core objective of ensuring strong communication and outreach of the project.

**A) Tasks and Responsibilities**

The Senior Communication Consultant will undertake the following activities:

- Responsible for planning, design and implementation of all awareness raising activities, preparation and coordination of all information and communication activities in line with the related visibility guidelines ;
- Development of a Strategic Communication Plan,
- Development of communication training modules for MOEU staff,
- The target speakers, target audience and participant /speakers relations,
- Strategic meetings with the relevant partners and stakeholders,
- Strong relationship with the journalists,
- Quality delivery of the events,
- Visibility of the project and its activities,

- Engagement of NGO representatives,
- Engagement of media representatives,
- Engagement of high level private sector representatives,
- Managing publicity activities, public information events and campaigns;
- Targeting CEOs, economy and environment media representatives (editors, columnists, etc),
- Conferences and workshops supporting the activities;
- Consultation meetings with stakeholders; and
- Public awareness activities (media, high level public/private meetings, etc.);
- Responsible for developing and carrying out publication policy and the production of events ;
- Print, electronic and audio-visual materials,
- Paid placements (advertorials, supplements, etc),
- Social media campaigns,
- Preparing required terms of references for the procurement of consulting services, non-consulting services and goods for implementation of the communication activities.
- Supporting the procurement process of the communication activities and events if needed
- Supporting the contractual and financial works of the communication activities and events if needed
- Assist in preparation of the annual progress reports reflecting communication results, lessons learned and dissemination strategy.

## **B) Qualifications and Skills**

- B.A or M.A degree in Communications
- In the absence of university degree of Communications, 14 years of experience in communications is required
- At least 10 years experience in communications
  - Experience in development and implementation of strategic communication plan
  - At least 8 years of experience in EU, WB and/or internationally funded projects as key expert and/or senior non-key expert
  - Experience in working with media and organization of public relation activities
  - Experience in organising and facilitating of major events, conferences, etc.
  - Experience in communication techniques, methods and tools
  - Experience in production of print, audio-visual and electronic materials
  - Experience in social media tools
- Familiarity with and/or experience in communication related to tasks of Ministry of Urbanization and Environment
- Good command of English and Turkish
- Excellent interpersonal skills
- Ability to work in a team in a multilingual environment,

## **C) Methodology**

The consultant will be hired on the basis of the World Bank Guidelines for selection of the consultants. The contracted consultant will take a position of the Senior Communication Consultant of MoEU for communication and relevant event activities related PMR. The contract will be signed between the MoUE or his designee and the consultant. The recruitment of contract shall be a subject to “No objection” of the World Bank.

**D) Timing**

The Senior Communication Consultant shall be hired by February 2018 for a period of 6 months until June 2018. The time required for the Consultant to perform the activities described above will be 50 business days until June 2018. The number of days might be extended by the MoEU, if deemed necessary.

The contract period might be extended for duration of the Loan Agreement signed between the GOT and the World Bank.

**E) Application**

The CVs should provide information required in the position. CVs in Turkish and/or English together with an application letter should be emailed or submitted no later than 09 February 2018 to:

Çevre Yönetimi Genel Müdürlüğü  
(General Directorate of Environmental Management)  
İklim Değişikliği Daire Başkanlığı  
(Department of Climate Change Department)  
Mustafa Kemal Mahallesi Eskişehir Devlet Yolu (Dumlupınar Bulvarı)  
9. km. No: 278 Kat: 5 Çankaya / Ankara  
E-mail: [tuba.seyyah@csb.gov.tr](mailto:tuba.seyyah@csb.gov.tr)