



National Committee for Sub-National Democratic Development Secretariat (NCDDS)

INTEGRATION OF SOCIAL ACCOUNTABILITY INTO NATIONAL AND SUB-NATIONAL
SYSTEMS PHASE II PROJECT

Terms of Reference

Position: Information and Communication Consultant (ICC)

Duty Station: NCDD Secretariat, Phnom Penh

Duration: 07 months (subject to satisfactory annual performance review)

Expected Period of Service: from June to December 2025

Basis: Individual National Consulting Service (Long-Term Contract)

1. BACKGROUND

❖ National Program on Sub-national Democratic Development:

The Royal Government of Cambodia (RGC) has committed to improving Sub-National Democratic Development (SNDD). The National Committee for Sub-National Democratic Development (NCDD) was established by Royal Decree to implement the Organic Law on Decentralization and Deconcentration reform through Democratic Development. To put these legal documents into effect, NCDD developed the first 10-year National Program (NP phase I), which is divided into three phases, or platforms. The first 4-Year Implementation Plan (IP3) of the National Program, which ran from 2011 to 2014, focused on developing Sub-National Administration (SNA) operational systems and procedures. The second phase (IP3-II), which covers the period from 2015 to 2017, aimed to apply the new structures, systems, and procedures developed during the first phase to enhance SNA service delivery and governance. The third phase (the IP3-III), which spanned from 2018 to 2020, focused on key priorities that the RGC wished to achieve in the final phase of the NP, including the continued strengthening of the transfer of functions and increasing financial resources to SNAs. The National Program phase II (2021-2030) has been approved and launched to continue strengthening the Decentralisation and Deconcentration (D&D) reform. Under Component 2 (Sub-National Administration Structures and Systems), NP2 sets out four priority activities: strengthening SNA's relationship with and accountability to citizens, strengthening mechanisms to provide information to citizens, making use of information technology to disseminate information to citizens, and strengthening the mechanism for receiving requests and proposals from citizens.

❖ Social Accountability:

Social Accountability is an essential component for improving SNA service delivery and governance. Therefore, the Social Accountability Strategic Plan was approved by NCDD on July 11, 2013, and frameworks for its implementation have been developed and approved

twice, which include the Implementation Social Accountability Framework Phase I (ISAF phase I) from 2016 to 2018 and Phase II (ISAF phase II) from 2019 to 2025. The Strategic Plan and its frameworks have been implemented through the cooperation of NCDDS, development partners, and civil society organizations to enhance constructive engagement between citizens and the government as an integral element of governance arrangements through which public decision-making and action take place. It includes all activities in which citizens and their representatives can advocate for their interests (voice) while checking the performance of officials and service providers (accountability) as they make, implement, and enforce public decisions (collective choices) relating to rights, regulations, investments/resources, and service delivery. The Social Accountability Framework represents an integral component of the National Program for Phases I and II. Both phases specify activities to be undertaken by the demand side—led by civil society organizations—and the supply side—i.e., government entities at national and sub-national levels. During Social Accountability Phase II, the World Bank, through the multi-donor trust fund on Social Accountability and Service Delivery (SDSD-TF), supported two complementary projects as follows: (i) Integration of Social Accountability into National and Sub-National Systems Project, for which NCDDS was the implementing agency to coordinate and support the Social Accountability supply side; and (ii) Engaging Citizens to Improve Service Delivery Through Social Accountability Project, for which World Vision International-Cambodia is the implementing agency to coordinate and support the Social Accountability demand side. NCDDS is currently implementing a follow-on project, Integration of Social Accountability into National and Sub-National Systems Phase II Project, with financing from the Australian-World Bank Partnership for Promoting Inclusion, Sustainability and Equality in Cambodia (PROMISE Trust Fund). NCDDS and World Vision coordinate very closely the implementation of the two projects, especially in the area of Communication and Outreach, to maximize outreach and project visibility while making efficient use of resources.

❖ NCDDS Structure:

The NCDD Secretariat, responsible for supporting and coordinating the National Program for Sub-National Democratic Development (NP-SNDD) and the implementation plans, is comprised of four divisions as follows: The Policy and Analysis Division; the Program Management and Support Division; the Monitoring and Evaluation and Information Division; and the Finance and Administration Division. The responsibility for the management of the Social Accountability has been mainly assigned to the Monitoring and Evaluation and Information Division (MEID).

❖ Project Information and Communication:

Information dissemination is a core activity of Social Accountability, which helps strengthen transparency, accountability, quality, and effectiveness of service provision. It allows citizens to access a variety of information, including on citizens' rights, service standards and performance, and budget data, enhancing their capacity to understand and utilize that information. NCDDS requires more technical support for the project team to improve information and communication. The project is recruiting an Information and Communication Consultant to provide technical support and strengthen project implementation to achieve its development objectives, including managing communication and outreach efforts aimed at enhancing the visibility of social accountability and project outcomes among key stakeholders, including senior policymakers. This role involves implementing the Social Accountability communication strategy, which has been developed in collaboration with partners.

2. ROLE OF THE SOCIAL ACCOUNTABILITY INFORMATION AND COMMUNICATION CONSULTANT

❖ Post Supervision

The ICC will operate under the overall supervision of the Head of the NCDDS and the direct supervision of the Social Accountability Project Coordinator and Manager. The ICC will collaborate closely with other SA consultants and will coordinate with the officials and advisors/consultants of the NCDDS Divisions, SNA, and relevant civil society as appropriate. The ICC will undergo a probation period and annual performance evaluations as established by the NCDDS.

❖ Main duties

The ICC is responsible for planning, managing, monitoring, and evaluating NCDD-Social Accountability communications and public relations. The ICC's primary responsibilities are as follows:

- a) Support the implementation of Social Accountability communication strategy
- b) Create straightforward messages about D&D reform and Social Accountability in Cambodia.
- c) Develop a IECs materials that can be widely and flexibly applied to Social Accountability, including photos, graphics, branding, brochures, leaflets, profiles, and success stories that promote the objectives, progression, and results of the D&D reforms and Social Accountability.
- d) Manage, monitor, and evaluate social media events, activities, and mechanisms that promote the objectives, progress, and outcomes of the D&D reforms and social accountability.
- e) Manage, monitor, and evaluate traditional media events (television, radio, newspaper, report, impact booklet) that promote the objectives, progress, and results of the D&D reforms and social accountability.
- f) Integrate communication skills into training events, capacity development, workshops, and other opportunities to explain the D&D and Social Accountability to government officials.
- g) Manage, monitor, and evaluate social media platforms that aim to change citizens' and sub-national behavior in line with the objectives of the D&D reforms and Social Accountability.
- h) Support the development and revision of the NCDDS website in close consultation with NCDDS consultants and core government officials.
- i) Support government leaders in communicating with the public about D&D reform and Social Accountability.
- j) Develop communication training materials to build the communication capacity of the Monitoring, Evaluation, and Information Division team, including the government focal persons for Social Accountability at national and subnational level.
- k) Develop comprehensive communication material and update the digital photo for the monthly contents of share about the Social Accountability and D&D reform through the social media.
- l) Collaborating with team staff and development partners to create and implement awareness campaigns for the target destination's audience through conferences, workshops, websites, social media campaigns, documentaries, etc.

- m) Cooperate with the M&E, IT, communication, and Social Accountability team to make available data that will help the public understand the Social Accountability process and results and promote the Social Accountability mobile app.
- n) Perform other duties assigned by the Social Accountability Management.
- o) Train NCDD staff on producing content, news writing, social media, and photo and videography skills.
- p) Support video production for e-learning.
- q) Providing the narration of videos, as needed.
- r) Supporting and facilitating the Communication team on working schedules, including through photo and video documentation of field visits to the Social Accountability projects.
- s) Produce written articles related to the impact report, success story, and case study of the D&D reform and Social Accountability.

3. Reporting

The ICC is expected to prepare monthly reports on its activities in accordance with the procedures established under the NCDDS personnel management guidelines; substantive reports on progress and constraints for inclusion in the NCDDS Progress Reports; and other reports as requested by Social Accountability Management.

4. Qualifications Requirement

The ICC is expected to have the following qualifications:

❖ Education and Professional Experience:

- Bachelor's degree or higher in communications, media management, public relations, journalism, or other relevant fields is preferred.
- At least 5 years of working experience in implementing communication and campaign strategies, including print, broadcast, and electronic and social media, preferably for government or development policies or programs.
- Good writing, communication, and translation skills, particularly in English and Khmer, along with a thorough understanding of the role and importance of communications, especially in D&D reforms and social accountability.
- Good knowledge and experience working with different information management systems.
- Demonstrable track record of working with media and building media relations.
- Strong understanding of social media and its potential to elevate organizational profiles or spotlight critical issues related to D&D reforms and Social Accountability.
- Knowledge and experience in video production, publication, infographic design, and public relations.
- Knowledge and experience in broadcasting and printing software such as Adobe Premier, Audition, InDesign, Illustrator and Photoshop.

❖ Organizational Competencies:

- Demonstrates commitment to NCDDS's mission, NP2 objectives and the principles of Social Accountability.
- Displays: respect for co-workers, regardless of gender, religion, race, nationality, and

age; sensitivity to cultural differences; and adaptability to a diverse working environment.

- Ability to establish and maintain effective rapport with civil servants, other advisers, and key NCDSS stakeholders, including policymakers and civil society.

❖ Functional Competencies:

- Flexible and adaptable.
 - Ability to work with minimal guidance and proven initiative.
 - Good facilitation skills and ability to solve problems.
 - Awareness and sensitivity of cross-cultural settings.
 - Ability to travel to provinces and fields.
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