

Strategic Communications Consultant for Mongolia

1.0 BACKGROUND

The Millennium Challenge Corporation (MCC) signed a \$285 million Compact¹ with the Government of Mongolia (GOM) to reduce poverty and increase economic growth in October 2007.

The objectives of the Mongolia Compact Program are:

- a) To increase economic activity, including exports, through a substantial improvement in the efficiency and capacity of the rail network, the economic backbone of the country.
- b) To increase opportunities of ordinary Mongolians by enabling them to capitalize on their land assets more effectively as a platform for family income improvement, helping them to qualify for the more demanding and financially rewarding market-oriented jobs required in a developing economy, and ensuring that they become healthier and more productive as they enter the marketplace.
- c) To enhance the sustainability of the proposed projects by promoting both long-term changes in the legal and regulatory environment, and building capacity to ensure that the Mongolians are able to carry forward the Program's intended transformational impact.

The components of the Program are as follows:

Rail Project

Property Rights Project

Vocational Education Project

Health Project

2.0 OBJECTIVES OF THE ASSIGNMENT

The purpose of MCC Mongolia's strategic communications consultant is to design a comprehensive plan for the integration of all relevant communications programs, public education and advocacy efforts. By planning a long-term strategy for our efforts, MCC

¹ <http://www.mcc.gov/countries/mongolia/index.php>

Mongolia will be positioned to be more proactive and strategic. MCC Mongolia's strategic plan would help deploy resources more effectively and strategically by highlighting synergies and shared opportunities in various programs and project activities.

MCC Mongolia's strategic communications Consultant would design and help initiate a plan that would allow the Resident Country Director and local MCA entity to identify and focus targeted communications efforts on:

- Specific groups and individuals that need to be involved for information sharing and for us to receive valuable input (key stakeholder outreach component),
- Members of the public who need to be kept aware (community awareness component), and
- Specific media that should be contacted and informed (media outreach component).

This communication would range from personal interaction of MCC management and staff to prepared documents, maintenance of web sites, and facilitation of messages through the media.

The desired end state that we seek is that key stakeholders and participants including Mongolians in the government, private sector, Non-Governmental Organizations (NGOs) and the general public recognize and support the efforts of MCC and our partners in the reduction of poverty and the promotion of sustainable economic growth in Mongolia. Achieving desired effects on audience perceptions are critical to achieving the end state.

3.0 SCOPE OF SERVICES

Remit of MCC Mongolia's Communication

- Determine Goal
- Identify and Profile Audience
- Develop Messages
- Select Communication Channels
- Choose Activities and Materials
- Establish Partnerships
- Implement the Plan
- Evaluate and Make Mid-Course Corrections

Target Publics

- The wider public (national)
- The Government
- Parliament
- Local communities i.e. the beneficiary districts
- Local authorities
- Advocacy groups
- NGO's

4.0 TASKS

The services required of the professional Strategic Communications Consultant will include but not be limited to the under listed specific tasks:

- Development of a communications strategy to support the MCC Compact implementation (CI) and consensus building on CI issues. Specific objectives include, inter alia, assisting the MCC Resident Country Mission (RCM) in Ulaanbaatar.
- Development of a consistent “main message” on the purpose and rationale for the national dialogue and consensus building activity.
- Identification of main stakeholders, their interests, specific needs for information and participation in the process, and means of addressing them (e.g., workshops, citizens’ discussion forums, talks on national television and radio program series, threaded discussion groups on the MCC and Millennium Challenge Account (MCA) Mongolia websites, newspaper and magazine articles, informational brochures, MCA or RCM meetings with citizen groups, Parliamentary hearings, etc.)
Work closely with the Stakeholder Committee, Public Affairs Officer (PAO) and MCA on the communications strategy for public consultations.
- Inception meetings with MCC Resident Country Mission, US Embassy, Millennium Challenge Account-Mongolia Senior Staff, Stakeholder Committee, Members of Parliament (MOP), select MCA Board members, Mongolian business leaders, business associations, NGOs, etc.
- Perform a snapshot mapping of significant stakeholders, their interests, values, informational needs, and likely positions regarding Compact implementation and issues.
- Assist the RCM in developing a comprehensive set of target messages to support the process of national dialogue and consensus building.
- Working closely with the RCM, prepare a draft operational action plan for the communications campaign.
- Solicit feedback from significant stakeholders on main issues, key decision points, risks, and proposals of the strategic communications plan.

- Revise plan accordingly and present communications strategy to RCM, US Embassy, MCA, and other relevant stakeholders as determined by the RCM.
- Conduct a workshop with public affairs officers of Ministries and other stakeholders involved in the campaign.
- In consultation with the RCM, communicate and share findings with MCC headquarters communications officers.

5.0 DELIVERABLES

Expected products of the consultancy include the following:

- A communications strategy and operational plan for the RCM to implement a program of national dialogue and consensus building on Compact implementation and issues that delivers a consistent main message, identifies key shareholders, their concerns, and means of addressing them to facilitate a process of consensus building and understanding of Compact implementation timelines of the five Compact projects.
- A workshop with US Embassy, MCA, and GOM public affairs officers on the communications strategy, “Dos and Don’ts” of a successful campaign.

All deliverables shall be submitted in both printed and electronic form – with key elements in English and selected tactical and messaging sections in Mongolian --and shall be in a format acceptable to MCC. Electronic versions will be prepared in Microsoft Office applications software or compatible. MCC and MCA will supply in-country translation, coordination and transportation logistics for the assignment.

6.0 DURATION OF WORK

Total duration of the consultancy is estimated at 30 workdays including an international trip to and from Ulaanbaatar, Mongolia.

7.0 EVALUATION CRITERIA

The assignment requires a seasoned communications strategist with acute awareness of political processes and interests of diverse constituencies and demonstrated excellence in communications and relationship management. A summary of these requirements is as follows:

- Minimum five years experience in strategy formulation and execution of national campaigns, especially in situations where stakeholders or constituencies have different, often conflicting interests and views.

- Ability to identify core issues and provide practical and workable approaches to develop working consensus among divergent groups.
- Pragmatic and effective communications skills, including the development and delivery of targeted messages, summaries and information on issues to diverse groups, both orally and in writing.
- Demonstrated ability to develop and manage relationships with government counterparts, multilateral institutions, domestic private sector, foreign investors, and NGOs in developing countries.
- Advanced degree in Law, Finance, Business Administration, Social Sciences or a related subject.

8.0 HOW TO APPLY

Please email your resume/CV, with adequate information to determine your qualifications relative to the evaluation factors listed above, to recruitment@mcc.gov and include "Communications Consultant for Mongolia" in the subject line.

This announcement closes Friday, May 15, 2009.

The MCC is an equal opportunity employer.