The World Bank

Bangsamoro Normalization Trust Fund
Terms of Reference

Communications Specialist (Consultant)

I. Background

a. The Peace Process

On March 27, 2014, the Government of the Philippines (GPH) and the Moro Islamic Liberation Front (MILF) signed the Comprehensive Agreement on the Bangsamoro (CAB). The agreement sealed a series of settlements to end the long-running armed conflict between the Armed Forces of the Philippines (AFP) and the Bangsamoro Islamic Armed Forces (BIAF), the armed wing of the MILF. The agreement established two tracks for the peace process: the Political one, which involves providing greater autonomy through the establishment of the Bangsamoro Autonomous Region in Muslim Mindanao (BARRMM); and the Normalization track, which covers the decommissioning of MILF-BIAF combatants, the socio-economic development of MILF communities, transitional justice and reconciliation and transformation of the region's security arrangements.

b. The Bangsamoro Normalization Trust Fund

The GPH and the MILF envisioned a pooled resources and coordination mechanism, the 'Bangsamoro Normalization Trust Fund' (BNTF) to channel international contributions for Normalization and selected the World Bank (WB) to be its administrator. The BNTF was established in 2021 and currently has four donors: Australia, Canada, the European Union and the United Kingdom. Its support focuses on decommissioned combatants and their communities, particularly the Six Previously Acknowledged MILF Camps. The BNTF mainly finances investment projects implemented by grant recipients (including government agencies and NGOs) and a Bank-executed program of technical assistance (TA) and capacity-building. By July 2024, the BNTF had approved two projects for USD 4 million each. The Bangsamoro Camps Transformation Project (BCTP), in implementation since July 2023, supports agricultural livelihoods and the construction of community facilities, using a community-driven development (CDD) approach. The Roads to Development (R2D) Project, which will support rehabilitation, construction and maintenance of farm-to-market and access roads in the Camps, is in the final stages of preparation. TA had been provided for the scoping and design of an information and case management system for decommissioning and to support to the Bangsamoro Planning and Development Authority (BPDA) for strengthening the coordination and monitoring of Camps activities.

With the BNTF in the process of being extended to 2028, the BCTP starting to generate results in Camps communities, and further funding being sought, the World Bank is seeking to scale up the BNTF's communications and outreach activities.

II. Objectives of the Consultancy

The consultancy has the following aims: (i) help the WB fulfill the BNTF's reporting obligations in a technically rigorous but engaging way; (ii) strategize and plan for future communications and outreach activities; (iii) communicate about the BNTF and its achievements to a broad range of stakeholders, including GPH officials, donors, potential donors, MILF leaders and communities, WB staff and the public; and (iv) contribute to raising public awareness, particularly in the BARMM, of the progress of Normalization and the peace dividends being delivered.

III. Tasks and Responsibilities

Reporting to the World Bank's BNTF Fund Manager, the consultant will be engaged on a flexible basis for an initial period of around 50 consultant days starting from August 2024, extendable subject to mutual agreement and performance up to the WB maximum of 150 days per fiscal year (July through June).

While a single consultant would ideally be recruited to work with the BNTF on an ongoing basis, tasks may be divided among more than one individual, depending on the availability and skill sets of applicants.

The Consultant is expected to undertake the following initial tasks:

- Prepare an FY24 annual report for BNTF donors and other stakeholders that captures the BNTF's progress and challenges against its results framework.
- Consult with all stakeholders and WB staff to develop a brief communications and visibility strategy for the BNTF.
- Produce initial information materials to present the Fund and its activities.
- Write selected stories / posts / media releases to highlight BNTF activities and results, including travel to MILF Camps in the BARMM to report for these.

Going forward, activities may be broadened to include:

- Providing overall leadership and strategic direction to BNTF communications and outreach efforts.
- Gathering information, photos, graphics and other materials for use to communicate the work of the BNTF.
- Designing the overall layout/look of BNTF reports, including bi-monthly project updates already produced, and the annual report(s).
- Liaising with implementing partners and consultants working on BNTF-funded activities to generate stories of good practices, impact in communities etc.
- Establishing and maintaining social media accounts for the BNTF
- Liaising with mainstream and online media outlets to bring their attention to BNTF-funded activities, including organizing press conferences and media coverage of BNTF events/activities, including in the MILF camps
- Working closely with the WB's HQ and Manila office communications staff to promote BNTF coverage on internal and external websites.
- Building and maintaining relationships with communications departments of BNTF donors and other partners to ensure efficient sharing of information and stories, publication on their respective websites and compliance with visibility standards and expectations.
- Supporting the organization of BNTF events, including meetings, dissemination of reports and roundtable discussions.

- Helping coordinate the work of other consultants who may be engaged to undertake specific communications tasks on this list.
- Other tasks as agreed with the World Bank's BNTF Administration Team.

IV. Deliverables

- FY24 Annual report for the BNTF (around 15 pages; format to be agreed with the WB.)
- Brief Communications and Visibility Strategy for the BNTF through FY28
- As agreed, stories, blogs, media releases, social media posts on BNTF activities and impact.
- Stock of photos for use in publications and presentations.

V. Qualifications and Skills

The consultant is expected to have the following qualifications and skills:

- Currently based in Manila or Cotabato City
- Masters degree in communications, Development Studies, or other relevant fields. A bachelor's degree and sufficient relevant experience could substitute.
- At least 5 years of experience in communications, ideally with international or non-governmental organizations, the GPH, an embassy or other development-focused entity.
- Strong writing skills in English and proven experience in a range of communications tasks, including communications strategy development, managing social media, and producing concise updates, engaging stories, and longer reports. Photography, graphics or publication layout skills would be an advantage.
- Solid understanding of key aspects of – and main principles behind - development projects. Monitoring and evaluation skills would be an advantage.
- Familiarity with the GPH-MILF Peace Process and the Bangsamoro region and context.
- Strong inter-personal skills, and the ability to work effectively with a range of people, including senior government officials, donors and camp communities.
- Proficiency in English and Tagalog. Bangsamoro languages are an advantage.

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