Terms of reference for the recruitment of a project coordinator in Myanmar

1. About the project

CFI is the French media development agency, mainly funded by the French Ministry for Europe and Foreign Affairs, responsible for implementing public aid policy in the media sector in developing countries. CFI works alongside players operating in the media industry (TV, radio, written press, social media), whether state-owned or private owned as well civil society organizations. CFI is currently involved in around thirty projects that fall within three major programs: Media & Pluralism, Media & Enterprise and Media & Development.

The European Partnership for Democracy (EPD) is a non-profit organisation supporting democracy globally. The network is composed of 15 specialised European member organisations and was established in 2008 with the goal of contributing to, and reinforcing, European endeavours in the field of democracy assistance. EPD has experience in implementing programmes worldwide – often in cooperation with members. Through its wide membership, EPD is able to address various areas of democracy support and to provide expertise on the development of several democratic institutions/actors, including parliaments, executive governments, state agencies, local authorities, human rights defenders and civil society. The network is active in over 150 countries.

CFI and EPD will soon launch a new project in Myanmar, with the objective of fostering an environment in which information is shared effectively between its Parliament and the public. A Strategic Plan with a three-year horizon (2019 – 2022), mandates the houses of the Parliament to develop their communication performance. This focuses largely on digital infrastructure and processes, nevertheless, the will exists to develop a fully-functional and powerful communication department. An integrated and strategic approach to communication and public relations has to be developed. The situation of the media and civil society in Myanmar has largely improved in the past 10 years: the media sector has undergone profound changes since the military junta ceded its power, however, a strong culture of journalism has yet to develop in the country. The media’s and civil society’s roles in holding the government accountable and disseminating information are not always properly recognized. The interactions between these groups and the Parliament are still not unfolding in a regular manner and both media and CSOs are frequently ill prepared to hold this dialogue of paramount importance for the building of democratic institutions more generally.

Within this context, the JCC of the Parliament expressed the need for further support for the implementation of the fourth pillar of the 2019-2022 Strategy, related to “Public relation and Communication”. Following the clear interest of the Parliament to progress and reach the international standards on “Open Parliament”, the project will support the Hluttaw in its action plan to increase openness and accountability through fostering an environment in which information is shared effectively between the Parliament and the public. In order to do this, the project will target three main stakeholders in parallel: Parliament, media, Civil Society Organisations. These three groups will receive a series of tailored training sessions and technical or financial support in order to increase their capacities and the quality of their work. The organisation of seminars, workshops and the participation to international events and peer-to-peer activities will contribute to improve the
understanding of each actor’s needs and challenges related to communicating and reporting on Parliamentary affairs.

2. Tasks and responsibilities

CFI is seeking to contract an operator to provide specific services of coordination in Myanmar being carried out in Rangoon.

The duration of the contract is twelve (12) months.

This operator will be reporting to the Direction of the CFI Department for the Mediterranean Region and Asia.

The operator will have common interfaces with:
- CFI partner on the project, EPD
- Donor’s representatives in Myanmar
- Project beneficiaries: Parliament administration representatives, journalists, CSOs

The project under which the operator’s services are procured, is managed by CFI’s HQ (France), in partnership with EPD (Belgium). As such, CFI and EPD:
- Jointly take part in the definition of the project’s objectives and validates the main aspects of its implementation;
- Validate any strategic commitment towards the project donor and beneficiaries, specifically the donor and Myanmar Parliament.

The operator will provide operational coordination services in order to implement the activities of the project at the regional level, in accordance with the project proposal and the budget and in connection with the project manager at CFI headquarters.

1) Ensure the proper implementation and monitoring of activities in accordance with the project schedule and budget:
- Coordinate the implementation of activities in connection with CFI, EPD and the beneficiaries
- Organize the project events (conferences, training, seminars), in conjunction with CFI and EPD
- Perform monitoring / evaluation for activities towards beneficiaries in connection with CFI and EPD
- Ensure communication actions and disseminate calls for applications

2) Ensure coordination with stakeholders:
- Using the tools provided by CFI (Microsoft 365), set up an information sharing system to make the link between the project partners
- Contact and identify synergies, especially with media players and CSOs
- Produce a contact file for the recruitment of beneficiaries
- Represent the project towards local and international actors: national authorities, international organizations, media civil society organizations…
3) Provide field expertise:
- Facilitate discussion groups with main beneficiaries of the project
- Identify and build partnerships with media, CSOs
- Produce reports identifying the needs for training and support of target beneficiaries
- Suggest lists of speakers / trainers
- Produce monthly activity reports and co-organize the project steering committees

3. Experiences and Competences

This service requires experience on projects related to institutional technical cooperation, media, support to civil society development. The local coordinator should have experience in implementing international humanitarian / development projects requiring the coordination of several actors.

Key Qualifications:

- Native Burmese speaker
- Professional level of English
- Background in: Project Management, International Relations, Political Sciences, Humanitarian, Journalism, Digital Media or related fields

The service also requires the following experiences and competencies:

- Experience / Knowledge of public authorities (especially in international cooperation projects), Public relations, is an asset
- Experience in Organizing events and / or Trainings
- Knowledge of initiatives and / or media CSO capacity building needs in Myanmar highly appreciated
- Interpersonal and writing skills
- Organizational skills
- Communication and representation capacities with various stakeholders
- IT skills (Office, Collaboration tools, social networks)

4. Conditions

Country of assignment: Myanmar

City of assignment: Rangoon, with frequent travel to Naypyidaw, and possible travels to countries of the ASEAN region.

Type of contract: Public contract of services.

Targeted candidates: services’ operators, person able to work in the country under self-employment or similar status

The contract will be signed for 12 months, starting from March 2021 (starting date to be discussed jointly)
5. Co

6. Applications

To apply, please send:
1. A detailed CV mentioning your skills and relevant experience in the required areas
2. A cover letter
3. Contacts for references

To:
Mrs Adeline MAYEUR
Project manager
CFI
adeline.mayeur@cfi.fr

Submission deadline is fixed to Sunday 14 February 2021.