

Post Title: Communication, Marketing and Web Design & Development Specialist
Organization: National Transport Fund
Reports to: National Transport Fund Head of Secretariat
Location: Honiara
Duration: 2 months-40 working days
Nationality: International
Remuneration: SBD 350.000
Expected Mobilization Date: 1st November 2017

Background information

The Solomon Islands National Transport Fund (NTF) was established in 2009. It commenced operations in 2011 as a special fund for the development and management of transport services and the development, design and maintenance of transport infrastructure in Solomon Islands.

In 2011, the Australian Government, the Solomon Islands Government (SIG) and the Asian Development Bank (ADB) commenced a Transport Sector-Based Approach, in line with the Solomon Islands National Transport Plan.

A second phase of the Transport Sector-Based Approach commenced in May 2016, more information on which is available on the ADB website (<http://www.adb.org/projects/46499-002/main>).

The core technical assistance team is managed by the ADB and supports MID's Central Project Implementation Unit (CPIU).

The NTF is managed by a Board, comprising the Permanent Secretaries of the Ministries of Finance and Treasury (MoFT), Infrastructure Development (MID), Communications and Aviation, Development Planning and Aid Coordination and Provincial Government and Institutional Strengthening, and a development partners' representative. MID implements NTF projects approved by the NTF Board and contracts civil works out to the private sector.

An NTF Secretariat, headed by MID's Undersecretary Technical (UST), supports the Board on NTF matters and advises the Board and MID management on key technical and policy issues in the transport sector. A Technical Working Group (TWG) has been established to guide the Transport Sector-Based Approach, advise the NTF Board and improve donor coordination, also supported by the NTF Secretariat.

Objective and Purpose of the Assignment

The technical Advisor has to support NTF to achieve the overall objective of the NTF Communication Plan strategic objectives:

a.To communicate the Fund as a key actor in national transport infrastructure development and in Solomon Islands' economic growth and development

b.To achieve support for the Fund's objectives, mission & vision,

by providing technical support for:

- Promoting and increasing public awareness of the NTF and enhancing the perception of NTF as a valuable tool for the development of Solomon Islands;
- Preparing NTF staff with the information and tools they need to successfully support and promote the NTF works;
- Delivering to the public, beneficiaries and members attractive, easy-to-read & easy-to-understand communication materials that motivate them to support the NTF activities;
- Working with printed and electronic media to emphasize the improved quality of life created by the NTF activities;
- Developing a sustainable communication system for NTF in order to distribute timely, effective publicity, news and articles about the NTF.

Scope of work

-To formulate a communication framework which (i) will boost recognition and positive perceptions of the Fund, leverage the position of donors and provide target audiences with a sense of being "surrounded" by projects and activities supported and implemented through the NTF, (ii) determine the best way to deliver messages, policies, works, achievements and opportunities initiated and implemented by the NTF, (iii) will serve as a guideline for NTF to communicate and implement its mandate.

- to achieve the aims of the NTF Communication Plan, to:

- Raise awareness of transport development issues;
- Communicate the benefits of transport development and NTF's contribution to the success of the implementation of the National Transport Development Plan;
- Make sure that the general public understands the Fund's role;
- Encourage support and promote collaboration among social partners;
- Avoid misunderstandings;
- Build attitudes

Duties and Responsibilities

The Technical Advisor will:

1. support NTF for the development of the fund's profile, visual & corporate identity
- 2.intensify strategic outreach & engagement
- 3.intensify media outreach
- 4.develop publications
- 5.develop/select social media platforms
- 6.develop public promotional materials
- 7.develop audio-visual materials

In order to:

- a. maximize immediate impact of the Fund's operations
- b. ensure broad coverage of the country's transport network
- c. engage outside stakeholders that have an interest in the Fund's operations and success
- d. market the fund vis-à-vis the public, to raise its interest in NTF works and in making potential contribution to the Fund

Deliverables

-Conceptualization and Design of the NTF Corporate Identity, including Corporate Logo and Corporate Promotional Messages (To be Trade Marked), Business Cards, Letterheads, Corporate Brochure, Project(s) Brochures, Stamps, ID Cards, Visitor Cards, Invitation Cards, etc

- Customized Corporate Templates for:
 - a. Marketing Presentations like Power Point and Fact Sheets
 - b. Newspaper, Magazine and other print media Articles
 - c. Informative Advertising Banners for Internet Marketing
- Building Sign (Logo depiction in External Signage options)
- Office and/or Merchandising Materials:
Memory Sticks (flash drives), CD and CD envelopes or stickers for CD cases, desk flags, roll- up banners for official presentations, etc

-Corporate WEB-Presence:

Internet (web) Site in English, (Phase 1: Conceptualization and proposal of at least 3 different design layouts of how the ITF website will look like, provide technical design and development of the functionalities of the website. The conceptualization and design of the ITF's website will be done according to ICT's guidelines. Phase 2: Development of a Proposed plan for implementation of the selected website to be build which will lead to a Complete website, according to Governmental standards, that communicates NTF's works clearly and compellingly with dynamic web page management (allowing the local internet site administrator to easily enter with a code and insert or change text content and photos at any given time), interactive Elements (ie: contact/interest and/or application forms), domain name composition and choice, google key-word promotional dynamics to be taken into account, search engines' and smart phones' software friendly design.

In particular some of the capabilities features and general web layout will have to include and are not limited to:

An attractive graphic layout yet practical and user friendly that embodies the NTF's corporate character and meets its branding specifications.

A visually captivating and easily navigable homepage and menu.

A design that allows for regular improvements on look and features, with a dynamic CMS and with the ability to Integrate all Social Media platforms with update options

The consultant will also have to propose frequency of updates and responsibilities for management of the website and content updates.

The website will have to basically provide: information about the institution, purpose, function, strategic importance, updates of its activities, information on key stakeholders, allow for feedback, access to reports, press releases, events, newsletters, bidding announcements and projects' status and development.

- Creation of *Social Media pages* (i.e. Facebook page (business), Linked-In Account, Tweeter Account, etc)
- Targeted Social Media specific Communication (design and planning of: tools and media mix, specific activities, messages & content, scheduling of communication activities establishment of procedures for information outflows management, monitoring and response of information inflows)
- Design the process and procedures on how to implement communication activities to ensure consistency in branding and institutionalization

Skills, Experience Qualifications Required

The successful candidate should have the following skills, experience and qualifications:

- University degree, preferably Masters degree in communication/Marketing and Transport.
- Excellent verbal and written communication skills in English Language
- Quality Management Certification according to ISO or any other international standards desired
- Minimum of ten (10) years working experience in communication and Marketing Corporate Identity and Brand design, development, while most of them should be in the Communication sector or relevant along with commercial and contractual experience, especially in the in the Transport Sector.
- A solid understanding of Brand development and Brand positioning
- At least 5 years experience in Internet Marketing/communication and Website & Social Media Design. (experience with open source, proprietary and custom solutions)
- Good command of Adobe Photoshop and/or Illustrator
- Having a robust and business focused approach in, delivering projects' deliverables, training organizational staff and ensuring that everything works to the highest possible professional standards.
- Having creative thinking and a good knowledge of modern and effective Communication tools and Marketing Trends.
- Exceptional communication skills, being able to communicate clearly and effectively.

- Proven ability to produce effective Visual and Written Marketing content and Concept design. A Record of effective/successful Logos, Brands, Advertising messages and Websites will be a plus.
- Critical and analytical thinking, excellent attention to detail.
- Have experience in Strategic and Visibility Communication Planning and Market/Business Development skills.
- Previous experience in developing countries and/or post-conflict environments is a plus

Submission Guideline:

Application should be submitted online

Only short listed candidates whose background and experiences corresponds to the above criteria will be contacted for further consideration.

Contact email: ntf@mid.gov.sb

Phone: 25783/24176

Due Date: Sunday 15th October 2017.