

TERMS OF REFERENCE
For Senior Communication Officer (Category E)
(Communication Material Development and Implementation Support)
Social Protection Project (SPP)
Welfare Benefits Board (WBB)
Ministry of Finance, Planning and Economic Development

1. BACKGROUND

1.1 The Project. The Social Protection Project (P178973), approved by the World Bank (WB) Executive Board, supports the Government of Sri Lanka (GoSL) in implementing key reforms that will increase efficiency and effectiveness of spending and improving the responsiveness of the social protection system. The Project Development Objective of the Project is to support Sri Lanka in providing better targeted income and livelihoods opportunities to the poor and vulnerable.

1.2 Project Components and Funding. The total value of the Project is US\$200 million. The first component of the Project is allocated with US\$185 million to streamline and finance the new country welfare benefit payment Aswesuma. The second component is allocated with US\$7 million to pilot an economic inclusion program – which will be Sri Lanka’s first comprehensive “Economic Inclusion Pilot” – using global experience, and the third component of US\$8 million is to strengthen the government’s capacity to deliver the social protection programs.

2. OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is to provide technical support to WBB with the guidance of the Communication Specialist (CS) of the PMT in WBB in carrying out communication plan and designing, implementing, and monitoring overall communication strategy.

3. SCOPE OF WORK

- Assist WBB with the guidance of the CS Develop Communication Strategy, systems, and action plans to help achieve the Project Development Objectives;
- Report to the CS of the PMT for all activities /work related to communication;
- Assist WBB with the guidance of the Communication Specialist (CS) to achieve all communication activities in a timely manner;
- Assist the WBB with the guidance of the Communication Specialist (CS) to finalize the proposed communication/media strategy and action plans;
- Assist WBB with the guidance of the Communication Specialist (CS) to arrange frequent stakeholder consultations to receive feedback to improve communication messages;
- Assist in preparing the communication plan for the Project and update regularly

- for WBB approval and for submission to the WB for review;
- Support WBB with the guidance of the Communication Specialist (CS) in developing communication monitoring mechanism to Measure, assess and report progress on communication that helped to achieve of results;
- Assist WBB with the guidance of the Communication Specialist (CS) to maintain close coordination with journalist, public officers, citizen groups, other stakeholders to disseminate the project communication plan;
- Assist in developing and implementing a streamlined communication Strategy for WBB and SPP;
- Accompany SPP team on field visit when required;
- Support WBB with the guidance of the Communication Specialist (CS) to formatting and layout of WBB and SPP publication for printing;
- Support WBB with the guidance of the Communication Specialist (CS) to graphic designing and editing of visual materials social media platforms where necessary;
- Support WBB with the guidance of the Communication Specialist (CS) to compiling content such as Social Media Contents, Newsletters, Hand books, Promotion Videos, and other IEC materials for variety of audience;
- Assist WBB with the guidance of the Communication Specialist (CS)to prepare regular implementation status reports as required by the Project Steering Committee, WBB and WB; and
- Support other project related activities as may be assigned by CS/Deputy Project Director

4. REPORTING OBLIGATION

The Senior Communication Officer will report directly to the Communication Specialist and Deputy Project Director/ Project Director of the PMT and will work closely with other PMT staff.

5. DURATION OF THE ASSIGNMENT

This is a full-time work assignment at PMT of WBB. The services of the Senior Communication Officer are required for a period up to September 2027. The Senior Communication Officer services shall be subject to annual performance evaluation based on performance indicators specified below. Performance evaluation shall be the basis for extension or termination of the services. Facilities such as office space, intercom telephone facilities, personal computers, printing facilities, Internet access and stationery will be provided.

6. PERFORMANCE INDICATORS

The following performance indicators shall be used for performance assessment:

- Positive progress and good performance of the entrusted communication activities, as per communication plan;
- Timely production of accurate communication feedback reports and IEC materials;
- Positive evaluation of performance by Social Protection Project WB during prior and ex-post review;

- Timely monitoring, tracking and follow-up of the project communication plan;
- Efficient team work and coordination of communication activities;
- Support in implementing the capacity building agenda related to communication and awareness; and
- Accurate and regularly updated communication filing system, in both hard and soft copies.

7. CONFIDENTIALITY AND CONFLICT OF INTEREST

The Project Senior Communication Officer undertakes to comply with WBB's and WB's policies and rules with regard to corrupt and fraudulent practices, conflict of interest and confidentiality. The Senior Communication Officer shall maintain confidentiality on all sensitive information obtained during the assignment and shall not publish wholly or in part the findings or such information, without the prior written consent of the WBB. Any draft reports and other documents produced by the Senior Communication Officer will be discussed and cleared with the CS before their final issue. A non-disclosure agreement (NDA) will be signed between the WBB and the selected candidate to be attached to the contract.

8. QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

(According to Management Services Circular No 02/2026 Annexure 01 - Basic Qualification Under the Category E)

- A Bachelor's degree in Communication, Journalism or any other related field or
- A certificate of proficiency not below than the National Vocational Qualification Level 7 issued by a Technical / Vocational Training Institute accepted by Tertiary and Vocational Education Commission, relevant to the technical field of the post
- At least 03 years of experience in the required area of specialization
- A past similar assignment of same level and nature in a government or International Financial Institution project is highly desirable;
- Specific skills in digital designing, video and content developing
- High degree of computer literacy, and intermediate to advanced knowledge of Microsoft Office Package (Excel, Word and Power Point) and Internet;
- Excellent report writing and good command of both spoken and written English and Sinhala is required.
- Demonstrated experience in working with the community
- Existing relationship with mainstream and social media platforms