

Republic of the Marshall Islands
Ministry of Finance, Banking & Postal Services
Terms of Reference
Individual Consultant

Title:	Individual Consultant- Communications Officer (National)
Location:	Ministry of Finance, Banking & Postal Services Republic of the Marshall Islands
Duration:	24 months
Tentative State Date:	April, 2026

I. Background

The Republic of the Marshall Islands (RMI) is a small Pacific Island country facing structural constraints related to its geographic isolation, small population, and high exposure to natural disasters and climate-related risks. These factors create ongoing challenges for economic development and the delivery of public services. As with many small island states, the government relies significantly on external assistance to support development priorities and maintain essential public services. Strengthening public financial management (PFM) systems is therefore a key priority for the Government of RMI to enhance fiscal discipline, improve transparency, and support effective service delivery.

A central element of the PFM reform agenda is strengthening fiscal transparency in public financial management. This involves improving the accessibility, clarity, and dissemination of public financial information, strengthening communication of budget and financial reporting, and enhancing institutional capacity to support greater transparency and accountability in the management of public resources.

To support these reforms, the Government of RMI, through the Ministry of Finance, Banking and Postal Services (MOFBPS), has partnered with the World Bank to implement the Strengthening Public Financial Management II (PFM-II) Project. The project aims to improve the timeliness and transparency of budget execution and financial reporting within MOFBPS.

II. Objectives

The objective of this assignment is to support the effective communication and public outreach of public financial management reforms implemented under the project and within MOFBPS. The assignment will assist the Ministry in improving how information on government financial management and reform progress is communicated to stakeholders and the public.

The Consultant will also support efforts to increase public awareness of reform initiatives, strengthen citizen engagement mechanisms, and promote greater understanding of public financial management reforms and their outcomes. This assignment directly supports Component 3 of the PFM-II Project.

The PFM II project consists of the following four components:

- Component 1: Improving PFM practices in budget execution and financial reporting
- Component 2: Increasing modernization of PFM systems
- Component 3: Improving PFM Capacity, Transparency and Citizen Engagement
- Component 4: Project Management.

III. Scope of Services

Under the general guidance of the Project Manager, the Consultant will collaborate with MOFBPS management, the Project HR Advisor, and the Gender Advisor to support communication, public outreach, and citizen engagement activities related to public financial management reforms. The Consultant will assist in developing and implementing the project's communication strategy and strengthening the accessibility, clarity, and dissemination of information.

Specifically, the Consultant will:

- Collaborate with the MOFBPS leadership team to define communication objectives and lead the development and implementation of the project's communication strategy;
- Collect, monitor, and respond to citizen inquiries received through digital platforms and other communication channels;
- Develop print, visual, and audio content, consistent with the PFM Project's gender sensitivity standards, in collaboration with the Project Team and MOFBPS counterparts to communicate project activities, successes, and other Ministry initiatives in both Marshallese and English as appropriate;
- Edit and proofread communication materials to ensure content is accurate, grammatically correct, and reflects the professional standards of the MOFBPS;
- Prepare citizen engagement materials that improve the quality, timeliness, and accessibility of information on public finances and PFM reform initiatives;
- Maintain and regularly update the MOFBPS website and other official social media platforms;
- Monitor and report on website activity and social media engagement, including comments, messages, and audience interactions;
- Generate, analyze, and report on web traffic and digital engagement metrics and recommend actions to improve outreach and visibility;
- Support the monitoring and reporting of a results framework indicator aimed at increasing citizen engagement, including the preparation and publication of reports summarizing citizen feedback received and the responses or actions taken.

Further, the Consultant will be responsible for updating and implementing the Project's Gender-Sensitive Citizen Engagement Strategy, in collaboration with the Gender Advisor. Consultant may

Communication Officer

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have to liaise with various line ministries and agencies to successfully implement the Citizen Engagement Strategy.

The Consultant will also be responsible for managing and monitoring the MFBPS website, including proposing improvements and identifying communication gaps to further strengthen the Ministry's transparency efforts.

IV. Institutional and Organizational Arrangements

MOFBPS is responsible for the overall implementation of the PFM-II Project. A Project Implementation Unit (PIU) has been established within MOFBPS and reports to the Secretary of Finance. The PIU is responsible for the day-to-day coordination of project activities and is led by the PFM-II Project Manager, who provides overall coordination and workplan guidance.

Strategic oversight and governance of the project are provided by the Project Steering Committee (PSC), chaired by the Secretary of Finance. The PSC provides overall policy direction and oversight of project implementation.

A Change Management Team (CMT), chaired by the Deputy Secretary for Core Financial Services, supports coordination of the technical and institutional aspects of the reform program.

Within this institutional framework, The Communications Officer will work under the direction of the Project Manager and Assistant Project Manager and will support the coordination of communications and outreach activities related to the project. The Communications Officer will coordinate closely with all Divisions and Units within the MOFBPS on the publication of awareness materials and public information initiatives, while also working with relevant consultants and technical teams to ensure clear and consistent communication of project activities and reform progress.

V. Duration, Location and Conditions of Assignment

1. The position is a full-time position located in Majuro, Republic of the Marshall Islands.
2. The Consultant may be required to travel to other islands, and travel internationally for training
3. The duration will be for twenty four (24) months with the possibility of extension
4. Government of RMI will provide office space, general office supplies and office equipment including laser printer, and photocopier and including administrative support.

VI. SPECIFIC TASKS AND EXPECTED DELIVERABLES

TASKS	DELIVERABLES
Create Content	<ol style="list-style-type: none">1. Write, revise, edit, and update stories, social media posts, videos, images, infographics, and photos posted to MoF's digital channels (i.e. website and social platforms);2. Develop stylistic guidelines and templates;3. Translate English to Marshallese.

<p>Social Media Management</p>	<ol style="list-style-type: none"> 1. Update and implement the project’s communication strategy and implementation plan; 2. Maintain and adhere to a monthly web and social media calendar; 3. Prepare media packages for key events, initiatives, campaigns for MoF website and social media platforms, as well as to release to local print and voice media; 4. Support MoF leadership and management to engage with online audiences with timely responses to messages and comments, and produce monthly reports of levels of engagement.
<p>Website Development</p>	<ol style="list-style-type: none"> 1. Work with Gender Specialist and Website Developer to prepare content for the new MoF website development; 2. Work with stakeholders to gather information and requirements for the new website; 3. Create content for Website launch.
<p>Website Update and Content Management</p>	<ol style="list-style-type: none"> 1. Manage MoF website and other social media platforms on a daily basis; 2. Identify ways to improve digital outreach across Government, to the public, donor partners and other stakeholders; 3. Ensure key deadlines are met to disseminate time sensitive content and report on performance and levels of engagement; 4. Generate and analyse reports of web traffic and social media.
<p>Project Communication Plan</p>	<ol style="list-style-type: none"> 1. Support Development of PFM-II Communication Plan and Citizen Engagement Strategy 2. Implement activities and strategies in the PFM-II Communication Plan.

VII. Qualifications/Experience

Education:

Communication Officer

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- Associate degree (or equivalent) in marketing, communications, or related field.
(Bachelor's degree in marketing, journalism, communications or related is a plus.)

Essential Experience:

- Minimum of 2 years of experience in content creation or management of print or digital media platform
- Working experience in web design and content management applications a plus
- Proven ability to write copy in English and Marshallese
- Knowledge of using photo and video editing software

Desirable Experience

- Ability to take quality photos and videos
- Experience with graphic design and ability to create designs for digital media purposes
- Demonstrated experience developing and implementing social media strategies, digital marketing
- Portfolio or examples of work is a plus