

TERMS OF REFERENCE
Second Emergency Social Protection Implementation Support Project
Ministry of Labor – Media and Public Relation Advisor
Proc. Ref. – [C142]

1. Project Background and Component Objective

The Government of Lebanon was awarded a grant of US\$6.0 million from the International Development Agency (IDA), the administrator of the Trust Fund for Lebanon (TFL), to finance the Second Emergency Social Protection implementation Support Project (ESPISP II). The objective of the project is to improve the administration, delivery, financial sustainability and targeting of the social services through implementation of new systems and the adoption of new policies in the National Social Security Fund (NSSF), the Ministry of Labor (MOL), the Ministry of Public Health (MOPH), the Ministry of Social Affairs (MOSA), the Ministry of Education and Higher Education (MEHE) and the Presidency of the Council of Ministers (PCM). These systems and policies will improve access to and the quality of social insurance, social safety net, health and public education services, to the Lebanese middle class, and poor and vulnerable populations.

The project is composed of four components covering respectively the reforms of the NSSF and MOL, the reforms of the MOPH, the reforms of the MOSA and the reforms of the MEHE.

The first component aims to improve the capacity of MOL as custodian of the NSSF, to follow up the implementation of the reform plan of the NSSF, National Employment Office and related social insurance policies and programs. In this context, the grant will finance advisory services for the MOL to enable it to adequately play its role specifically with regards to implementation of the NSSF reforms and to improve the quality of labor market policies and services.

Since the introduction of those reforms requires rallying specialized expertise to support the work of the administration and to coordinate between various administrative departments, reform plans, and proposed projects, the Minister of Labor has created a Secretariat in charge of drafting and following-up on the implementation of projects in the various departments of the Ministry of Labor, job markets, and social protection. The secretariat will include specialists in the fields of Management, Economics, Law, Sociology, Information and Informatics and will be financed from the World Bank grant under the second Emergency Social Protection Implementation Support Project (ESPISP II).

Under this component, MOL intends to apply part of the grant's proceeds allocated to the Ministry to finance payments under the contract for a Media and Public Relation Advisor who is part of Secretariat, and who shall directly report to the Minister of Labor.

2. Minimum Qualifications

- BS in communications art and public relations.
- Extensive working knowledge of creating policy media and messages and analysis of public opinion.
- At least 5 years experience on journalism field with excellent relation with mass-media.
- Experience in preparing communiqué de press, articles, press conferences, and speeches

3. Responsibilities

Responsibilities of the Media and Public Relation Advisor include the following:

- Coordinates the relations with all media organizations
- Prepare the media reports
- Coordinate the press conferences
- Contribute in the preparation of the media strategy
- Prepare the daily press summaries
- Coordinate the media appearances of the Minister