

**Kingdom of Cambodia  
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**Ministry of Commerce  
Department of International Cooperation  
Trade Development Support Program  
Grant no.: TF093573**

**REQUEST FOR EXPRESSIONS OF INTEREST  
Selection of National Individual Consultant**

**Assignment Title: National Communications Consultant**  
**Reference No.: TDSP/2015/135**

1. The Royal Government of Cambodia has received a grant contributed by the European Commission, DANIDA and UNIDO administered by the World Bank toward the Trade Development Support Program (TDSP) and intend to apply part of the proceeds of this grant for services provided under this assignment.
2. The objective of this consulting assignment is to assist the focal points of the executing and implementing agencies through the provision of technical communications and media inputs into and capacity building regarding the development of their communication and media strategies and its implementation, as well as related awareness raising, advocacy and outreach activities. The contract period shall be 12 months and the Consultant shall deliver the followings:
  - a. An online virtual network;
  - b. Advisory services to TDSP Implementation Institutions, in the development and/or improvement of the communications and public education dimension of their work plan, development and production of public education materials;
  - c. Training Session with focal points on strategic communications on the areas articulated in the scope of work;
  - d. An updated database of contact information of national, regional and international media institutions and organizations;
  - e. Monthly Reports, Quarterly Reports and one final report to DICO and WB detailing the work undertaken.
3. The Department of International Cooperation (DICO), serving as Programme Coordination Unit, on behalf of Ministry of Commerce (MOC) is responsible for procuring consulting services, now invites qualified and experienced individual consultants to indicate their interest in carrying out the services as further detail in the Terms of Reference.
4. Interested consultants should provide their experience and qualification indicating that the Consultant possesses the relevant experience and qualifications to perform the services as follows:
  - a. **Education:**
    - Bachelor Degree in Communications, Media Management, Development Communications, and/or Journalism.

**b. Essential knowledge, skills and experience:**

- At least 2 years of relevant professional work experience at the national or international level;
- Sound liaison, negotiation and representational skills in local and national levels;
- Proven experience in developing and/or implementing communication strategies in the context of multi stakeholders engagement with incorporation of capacity development;
- Sound knowledge in trade development, trade mainstreaming, public sector management and reform issues in developing countries will be an advantage;
- Interest in and commitment to coaching;
- Experience working in multi-donor and multi-stakeholder environment; experience working with the government, or in Asian LDC would be an advantage; and
- Computer literate (MS office, Excel, PowerPoint, other.)

**c. Language Requirements:**

- Proficiency in written and spoken English.

5. The Consultant will be selected based on the method as described in the section V of World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, published in January 2011, which can be found at [www.worldbank.org](http://www.worldbank.org).
6. The World Bank's policy requires that consultants provide professional, objective, and impartial advice and at all times hold the client's interest paramount, without any consideration for future work, and that in providing advice they avoid conflicts with other assignments and their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interest of the Borrower. Without limitation on the generality of the foregoing, consultants shall not be hired under the circumstances set forth in the World Bank's Guidelines above.
7. Interested consultants may obtain copies of the detailed Terms of Reference (in English) for the assignment from the address/email below during office hours from 7:30 to 11:30 and from 14:00 to 17:30 hours, Monday through Friday.
8. Expression of Interest must be submitted to the address/email below on or before **7 May 2015** (before 17:00 hours) indicating the following reference: TDSP/2014/105/135.

**The Department of International Cooperation (DICO)**

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Phum Toeuk Thla, Sangkat Toeuk Thla, Khan Sen Sok, Phnom Penh, Cambodia  
Tel No: (855) 023 866 064**

Att: Mr. Long Kemvichet, Chief of Procurement

E-mail: [long.kemvichet@gmail.com](mailto:long.kemvichet@gmail.com) , cc : [prachea@yahoo.com](mailto:prachea@yahoo.com), [chhiengpich@gmail.com](mailto:chhiengpich@gmail.com),  
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