

Kingdom of Cambodia
Nation Religion King
Ministry of Agriculture, Forestry and Fisheries (MAFF)
Cambodia Agricultural Sector Diversification Project (CASDP)
IDA Credit No.6366-KH

SPECIFIC PROCUREMENT NOTICE
National Knowledge Management and Communications Consultant
(MAFF-CS-35)

1. The Royal Government of Cambodia has dedicated an investment of US\$101.67 million, including a US\$91.67 million IDA credit, for the Cambodia Agricultural Sector Diversification Project (CASDP), which has been implemented for a duration of 6 years starting in January 2019. CASDP is designed to enhance market opportunities through an inclusive, beneficiary led, market driven approach, leading to enhanced competitiveness and increased capacity to manage climate risks. The project consists of four main components, plus a fifth zero allocation component for the case of an eligible crisis or emergency. The first two components are closely linked and represent the largest part of the investments and are modular and scalable and adaptable to geographical areas and commodity/value chains. The third component focuses on institutional strengthening and seeks to enhance the impact of the investments made under the first two components in the medium and long term, ensuring sustainability and possible expansion of benefits across the country.
2. CASDP is geared towards the compilation of value chain support, including extensive technical assistance (TA), productive infrastructure, and financial support services. In particular, Component 1: emphasizes the linkages between direct support to farmers, producer organizations (POs), and small and medium agribusinesses (SMAs). Component 2: complements component 1 by concentrating on public investments in roads and irrigation infrastructure. All public infrastructure investments of Component 2 will be prioritized and implemented according to selected diversification plans (DPIs) to be prepared under Component 1, applying new civil works codes that reduce vulnerability to climate risks.
3. **The National Knowledge Management and Communications Consultant** is a full-time position that will work and report to the CASDP Project Director and Project Manager and she/he will work closely with all project teams, relevant government officials, the World Bank, private sectors and other relevant non-governmental organizations (NGOs) partners. This position will be responsible for providing high quality and timely inputs to project implementation, including ensuring that the project maintains its strategic vision and that its activities result in the achievement of its intended outputs in a cost effective and timely manner.
4. The interested consultant will be evaluated based on the qualification and relevant experience in regard to the minimum criteria listed below:
 - a) At least Bachelor Degree in Communications, Mass media, journalism, public affairs or related fields;
 - b) At least 7 years of relevant experience in knowledge management and communications in the field of agriculture, natural resource management, rural development or similar field; Proven capacity to develop quality knowledge products/analysis on export market development, quality standard, and start-up agri-business issues both in Khmer and English,
 - c) Experience working with Government's line ministries, business stakeholders and private sector is advantages;
 - d) Experience in developing and managing website/webpage to optimize user friendliness, and ability to manage social media in promoting/raising visibility of the project, e-commerce platform, business intelligent, etc.;
 - e) Ability and willingness to dramatically change work practices and hours, and work with incoming surge teams, in the event of emergencies.
 - f) A good understanding of social media and how social media can be used to raise organizational profile or highlight important issues relevant to the CASDP.



- g) Proven ability in innovation and creativeness in producing knowledge and communication products,
 - h) Sound experience in media, public relations, communications using basic advocacy tools;
 - i) Demonstrate to use media tools such as camera to take photo and videos and other soft applications;
 - j) Demonstrate to communicate orally with accuracy and professionalism;
 - k) Ability to formulate and implement communications strategies and plans;
 - l) Ability to guide and instruct colleagues in the field regarding communication tasks;
 - m) Ability to outsource production firms to work on media assignment;
 - n) Highly professional ability in the use of Adobe Photoshop, In Design, Illustrator, Premiere and/or similar video editing applications;
 - o) Fluency in spoken and written Khmer and English.
5. The individual consultants will base in Phnom Penh at CASDP office located at the Ministry of Agriculture, Forestry and Fisheries compound.
6. The selection process will be carried out in accordance with provisions set forth in the Government Procurement Manual for Externally Financed Projects/Programs in Cambodia and Approved Selection Method for Individual Consultants-Section VII. "Approved Selection Methods: Consulting Services of the World Bank Procurement Regulations for IPF Borrowers, dated July 2016, revised November 2017 and August 2018".
7. Interested candidates are requested to obtain detailed terms of reference (TOR) and send your expression of interest (EOI) by submitting the updated curriculum vitae and cover letter with at least three referees by email and attention to: Mr. Srey Sophoan, (MAFF) Email: sophoan.srey@gmail.com and Copy to: chetrass@gmail.com, kimthourn@gmail.com.
8. Expression of Interest must be submitted no later than 28th September 2021 before 5:00pm (Local Time). Only Shortlisted candidates will be contacted for interview.
- Ministry of Agriculture Forestry and Fisheries,
Cambodia Agricultural Sector Diversification Project
Ground floor Department of International and Cooperation, MAFF
200 Corners of Mao Ste ung and Preah Norodom Blvd, Phnom Penh, Cambodia.

Sincerely yours, 



Sar Chetra (Ph. D)
Deputy Secretary General of MAFF
Project Director of CASDP