

TERMS OF REFERENCE

Title: Team Strengthening: Communication Strategy Specialist

Area: For Capacity Strengthening of the Communication Unit - Ministry of Health, Welfare, and Labor

Program: SU-L1061 – Labor Market Alignment with New Industries

Procurement Method: 3CV Review

Procurement Category: Individual Consultancy

Procurement Number: P00117

1. Background and Context

The Ministry of Health, Welfare, and Labor (MOHWL) currently implementing the above mentioned program being financed by the Inter-American Development Bank (IDB). The Ministry is committed to enhancing its communication efforts to effectively disseminate strategic information, promote the activities of the program, and strengthen its engagement with stakeholders. The Ministry recognizes the need for strategic capacity building within its Communication Unit to improve the quality, reach, and impact of its communication activities. This consultancy aims to provide expert support to the Communication Unit in strengthening its internal capacities and executing effective communication campaigns, as well as enhancing the capacity of Training Providers involved in the program.

2. Objective of the Consultancy

The main objective of this consultancy is to enhance the strategic communication capacity of the Ministry's Communication Unit by providing expert advice, training, and technical support to improve communication practices, campaign execution, and the capacity of training providers involved in health, welfare, and labor's program-related initiatives.

3. Scope of Work/Responsibilities

The Consultant will undertake the following activities:

- Conducting a comprehensive assessment of the current communication capacity and needs of the Communication Unit.
- Developing a strategic capacity strengthening plan tailored to the Unit's needs, including training modules, tools, and best practices.
- Providing technical support and mentorship to enhance the Unit's skills in strategic communication, media relations, and digital communication platforms.
- Assisting in the design, planning, and execution of communication campaigns related to health, welfare, and labor initiatives, including monitoring and evaluation of campaign effectiveness.
- Strengthening the capacity of Training Providers by providing targeted training on communication techniques, content development, and stakeholder engagement.
- Facilitating knowledge sharing and peer learning among staff and Training Providers to foster sustainable capacity development.
- Preparing regular progress reports and a final comprehensive report outlining achievements, lessons learned, and recommendations for ongoing capacity strengthening.

4. Qualifications and Experience

The ideal candidate shall possess:

- A university degree (Masters Preferred) in Communications, Public Relations, Media Studies, or a related field;
- Additional training or certification in communications or related fields;

- At least 5 years of professional experience in strategic communication, campaign management, and capacity building, preferably within government or development sectors.
- At least 2 years' thematic/specific experience in capacity building, training, and team strengthening, ideally with government agencies or training providers.
- Proven experience in designing and implementing communication campaigns across multiple channels.
- Demonstrated ability to train and mentor teams and external stakeholders, including training providers.
- Strong knowledge of digital communications, social media, and modern communication tools.
- Excellent written and verbal communication skills in English; proficiency in Dutch or Sranan Tongo is an advantage.
- Ability to work independently, with limited supervision, and as part of a team.

6. Duration

The consultancy is expected to last for an initial period of 12 months with potential for extension based on performance and program needs.

7. Reporting

The consultant will report directly to the Head of the Communications Unit and simultaneously to the Program Manager of the PIU. In addition, he or she will provide regular updates on progress to the Deputy Director of Labor Market Department.

7. Application Procedure

Interested candidates should submit a detailed CV, a cover letter outlining their suitability for the role, and samples of previous work related to communication campaigns and capacity building. Interested candidates who meet the criteria can send their application by email, **no later than Friday, August 14, 2026 @ 3 pm SRT** to peu.lmawni@gmail.com.

The subject title of the email should read: "Application for **“Communication Strategy Specialist for Capacity Strengthening of the PEA Communication Unit.”**"

Submission letter should be addressed to:

Ministry of Health, Welfare, and Labor

Attn. Mr. Oyeleye Adeniyi

Program Manager - Program Implementation Unit (PIU)

Lalla Rookhweg #25, Paramaribo, Suriname

8. Evaluation Criteria: Candidates will be evaluated based on the qualifications, relevant experience, methodology, requirements stated above. Priority will be given to individuals with proven experience in similar contexts and sectors.