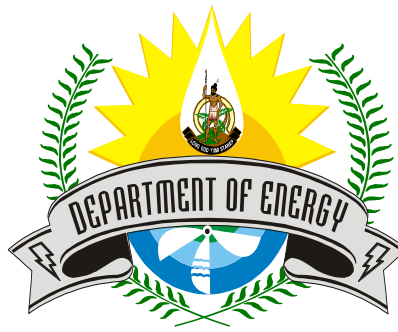


GOVERNMENT OF THE  
REPUBLIC OF VANUATU

**DEPARTMENT OF  
ENERGY**

PRIVATE MAIL BAG 9067,  
POMPIDOU ROAD, PORT VILA  
TEL: (678) 25201 / 533 3840,  
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**VACANCY NOTICE**

**Consultant Assignment – Vanuatu Rural Electrification Program (VREP) Strategic Marketing, Communication and Implementation Specialist**

1. The Department of Energy (DoE) within the Ministry of Climate Change and Adaptation (MoCCA) is seeking a well-qualified and experienced consultant/specialist to undertake the services of the Strategic Marketing, Communication and Implementation Specialist/Consultant for the Vanuatu Rural Electrification Programs (VREP I and II). This Specialist position will support the DoE and the VREP team develop a Marketing and Communication Strategy and a Project Implementation Plan, and oversee their initial implementation by the DoE and the VREP team in order to achieve the results in the Results Framework for VREP I and Component 1 of VREP II.
2. This Strategic Marketing, Communication and Implementation (MCI) Specialist position will be contracted for a period of 12-months, with the first two (2) months to develop the Marketing and Communication Strategy and Project Implementation Plan for approval by the DoE and 'no objection' by the World Bank. The next ten (10) will be to oversight the implementation of the Plan. After the 10-months, DoE and the MCI specialist will determine if the MCI specialist should continue to provide support to DoE in the ongoing implementation of the project.
3. The VREP Strategic Marketing, Communication and Implementation Specialist is expected to commence in October/November 2018. He/She shall report directly to the Head of the DoE in carrying out his/her responsibilities but working on daily basis with the VREP Program Manager.

**Selection Criteria:**

4. The consultant shall have the following qualifications:
  - a) Tertiary qualification in business majoring in marketing and communications or a related field;

- b) At least five (5) years of strong experience in a position/s that has involved development of marketing plans and their execution;
- c) Experience in developing and implementing marketing and communication plans in a small island or developing nation context which have involved supply chains in remote distributed communities, low income, engagement of women, micro finance etc.;
- d) Knowledge of social media and internet based communication and marketing methods that deliver best results;
- e) Excellent research, writing skills and communicating in English skills, with French an added advantage;
- f) Competent in the use of MS Office tools including Word, PowerPoint, Publisher or illustrator; and
- g) Ability to undertake travel to rural and remote areas of Vanuatu to interview current customers or potential customers of VREP, women's organisations, distributors etc. to obtain information on best communication and marketing strategies to drive customers to buying VREP products.
- h) Knowledgeable of Pacific Island communities and marketing experiences and customer reactions to products marketed in the Pacific; and
- i) Some experience in communication and marketing in the energy sector.

5. The respondent should include the following in their Expression of Interest:

- A. A complete curriculum vitae
  - B. Statement of capabilities and relevant projects indicative of the respondent's capability to undertake the assignment. This should include assignments that have involved:
    - a. Development of a marketing/communication strategy
    - b. Development of detailed implementation/project plans to give effect to the strategy
    - c. Execution of the detailed implementation/project plan
    - d. Review and evaluation of the strategy and implementation/project plan and its execution
  - C. An outline no more than four (4) pages setting out how the respondent would approach the assignment
  - D. Pricing and payment schedule
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Further information including detailed Terms of Reference (ToR) can be obtained from the Department of Energy on 25201, 5333840, 7101141 or by emailing the VREP Program Manager on [vrep@vanuatu.gov.vu](mailto:vrep@vanuatu.gov.vu) copying [lveremaito@vanuatu.gov.vu](mailto:lveremaito@vanuatu.gov.vu) Both Male and Female candidates are encouraged to apply.

Applications should be made in writing and directed to the Program Manager, VREP, Department of Energy, PMB 9067, Port Vila or email [vrep@vanuatu.gov.vu](mailto:vrep@vanuatu.gov.vu) copying [lveremaito@vanuatu.gov.vu](mailto:lveremaito@vanuatu.gov.vu) not later than **Monday 15<sup>th</sup> October 2018.**