

Terms of Reference

Contract	CAREC 1&3/CS-IC- -2025		
Project	Loan 3432/ Grant 0496 CAREC Corridor 1 and 3 Connector Road Project		
Position	Project monitoring and public relations specialist		
Source	Local	Category	Independent individual consultant

Objective/Purpose of the assignment:

The main task of the project monitoring and public relations specialist is to conduct monitoring and evaluation during the implementation of the Projects financed by ADB, as well as other projects implemented by PIU. Ensure open, reliable and timely media coverage of the PIU project implementation activities. Participation in the development of programs and in other works aimed at the implementation and coverage of ADB projects' components including the road safety component according to the ADB requirements, in particular in accordance with the Public Communications Policy (PCP), as well as other projects and initiatives implemented by PIU /MoTC and financed by ADB.

1. CAREC Corridors 1 and 3 Connector Road Project;
2. CAREC Corridors 1 and 3 Connector Road Project, Phase II, Additional Financing;
3. CAREC Corridor 3 (Bishkek–Osh Road) Reconstruction Project, Phase 4. Financial Agreement between Kyrgyz Republic and Eurasian Development Bank.

Scope of work:

- Preparation of project monitoring plans (including safeguards and road safety);
- Development of project indicators, monitoring and evaluation of achieved goals and objectives;
- Participation in the preparation of monthly, quarterly, semi-annual and annual narrative reports related to project implementation (including safeguard and road safety).
- Monitoring of project reports under the ongoing contracts with consulting companies;
- Monitoring of institutional components of the Projects, their evaluation against the set goals and objectives;
- Evaluation of technical and financial progress, covering the operational, technical, financial, social and environmental management aspects of the Project with respect to the initial objectives set out in the international financial agreements;
- Determination of the success of the PIU in achieving its goals and objectives, and the level of its impact on the social environment and potential of the beneficiary;
- Informing the PIU and other interested parties on the projects progress and results on a regular basis (in Russian or Kyrgyz languages);
- Cooperation with the MOTC units on the project implementation;
- Development of proposals for a communication plan. The communications plan should include the types of media to be used, information dissemination costs, schemes and conflict resolution mechanisms to ensure monitoring of communication effectiveness. The plan is subject to approval by the PIU Head, the PIU Coordinators, and the MoTC management.
- Determination of problems and identification of obstacles in the project implementation (grievances received through GRM need to be carefully analyzed to obtain information on the problems);
- Carrying out various PR-campaigns to ensure timely and full coverage of project implementation activities undertaken by MoTC and PIU, and development of a PR strategy for covering the implementation of investment projects financed by ADB;
- Analysis of the effectiveness of the conducted PR campaigns and development of strategies for further improving the effects of the campaigns run, coordination of the contractor's activities taking into account the suggestions of local communities;
- Participation in the development and implementation of road safety programs/companies, interaction with all involved parties, and ensuring monitoring of the implementation of tasks under this activity;
- Preparation of press releases, press conferences, articles, promotional and informational materials, preparation of the content for information sites on coverage of key points in the projects implementation (in Russian or Kyrgyz);
- Assist in organizing and coordinating workshops, conferences, and press tours;
- Coordination and control over the publication of various brochures and information sheets during the implementation of projects (in Russian and Kyrgyz);
- Monitoring and analysis of publications in the local press regarding the project, and preparation of clarification articles in response to criticisms if necessary (in Russian or Kyrgyz);
- Maintaining and providing information support for the MoTC KR, ADB PIU official website and ensuring necessary documents are disclosed in a timely manner (in Russian or Kyrgyz);
- Assist safeguards teams in organizing public consultations and other related public

communications activities conducted in ADB-financed projects in accordance with the ADB Access to Information Policy as amended in 2018 and effective since January 1, 2019;

- Monitoring the performance of loan covenants;
- Preparation of project progress briefings for ADB, MOTC, and government bodies in Russian and Kyrgyz languages, and
- Performing other official commissions of the PIU Head, and the PIU Coordinators.

Output/Reporting Requirements:

Project monitoring and public relations specialist shall report to the PIU Head.

Reporting requirements

It is expected that the Project Monitoring and Public Relations Specialist will prepare and submit the following deliverables to the PIU:

1. Preparation of project monitoring plans (including safety reports, monitoring of project reports for the assessment of achieved goals and objectives, development of project indicators) within the framework of existing contracts with consulting companies, as well as monitoring of institutional components of projects - monitoring should be carried out on a quarterly basis;
2. Communication plans (for six months); press releases (electronic and print media) (at least one release per week); news (electronic and print media) (at least one positive article per week); specific articles (print media) (at least one article per week); running of the PIU website (daily updates);
3. Round tables organization reports; conferences and presentations organization reports; social and public events organization reports; (as the events are held, but no later than two weeks after the event)
4. Information materials (booklets, brochures) (as appropriate).

Background and experience:

- Higher education in humanities and social sciences (journalism, advertising, marketing, psychology and sociology), economics;
- Minimum three years of work experience in international organizations and/or organizations financed by international investment institutions, or minimum three years of work experience in the press offices of government agencies (preferably);
- Skills in preparing and organizing public relations campaigns, media planning, establishing relationships with the population, working with NGOs;
- Excellent knowledge and practical skills in the preparation of analytical documentation;
- Excellent knowledge of written and oral English, fluency in Russian and Kyrgyz;
- Good computer skills, knowledge of all Microsoft Office applications.

Places of Assignment:	Days/Months	Estimated Dates
Principal place of services is the PIU office at the Ministry of Transport and Communications of the Kyrgyz Republic.	___ months	Services Commencement from _____, 2025. The contract is effective till December 31, 2025.
TOTAL CONTRACT PERIOD (state if Intermittent)	-	-