

INTER-AMERICAN DEVELOPMENT BANK and the GOVERNMENT OF BARBADOS

**BARBADOS CLIMATE RESILIENT SOUTH COAST WATER RECLAMATION PROJECT
(BA-L1063)**

TERMS OF REFERENCE FOR PROGRAM EXECUTION UNIT (PEU) CONSULTANTS

Public Relations and Communications Officer

1. The Project

The Government of Barbados has entered into Loan and Grant agreements with the InterAmerican Development Bank (IADB) and the Green Climate Fund (GCF) for the Barbados Climate Resilient South Coast Water Reclamation Project (the Project) to be executed by the Barbados Water Authority (BWA).

The Barbados Water Authority (BWA) is a statutory body which commenced operations on April 1st, 1981. The Barbados Water Authority assesses, controls, protects and monitors water resources. The Authority is responsible for supplying potable water and the provision of wastewater treatment and disposal services. Barbados is rated as the fifteen (15th) water-scarce country in the world and as such the role of the Barbados Water Authority is crucial to the wellbeing of Barbadian citizens and tourists alike.

The Barbados Water Authority is currently engaged in a number of major water and wastewater projects being implemented concurrently. For all projects the BWA manages the components and contracts of the projects along with the conditions for each loan. This is therefore a large undertaking for the Barbados Water Authority.

The general objective of the Project is to enhance Barbados' water supply resilience and reliability with a focus on climate action, environmental sustainability, and food security. The specific objectives are to:

- (i) diversify Barbados's water supply sources and reduce water insecurity through the reuse of reclaimed wastewater; and
- (ii) strengthen key sector institutions on water resource management, operational efficiency, monitoring, and gender mainstreaming.

The main project components include (the "Program"):

- 1. Construction of a new South Coast Water Reclamation and Reuse facility.
- 2. Construction of a reclaimed water pipeline for aquifer recharge and agricultural irrigation.
- 3. Development of a monitoring and restoration plan for the Graeme Hall Swamp.
- 4. Construction of a 7 MW Solar Photovoltaic Plant with Battery Energy Storage System.

The BWA is therefore seeking to contract a suitable qualified and experienced person to provide **Public Relations and Communications services** for the Project.

2. Organizational unit responsible for consultancy

The Project Management Office (PMO) of the BWA is responsible for developing, executing and monitoring a number of projects for the BWA and ensuring that the conditions of the loan or grant agreements are met. The PMO also provides technical and administrative support to the projects it is implementing.

3. Scope

The **Public Relations and Communications Officer** will report to the **Project Coordinator (PC)** for the Project. He / she will be responsible for support on all aspects of Public Relations and Communications during the implementation of the Project. The Public Relations and Communications Officer shall be assigned exclusively to the project and will be supported by the administrative staff of the PMO as required. The Public Relations and Communications Officer duties will include but not be limited to administration of all Public and Communications aspects of the project.

4. Responsibilities. Responsible for leading the Program's stakeholder engagement process, through communications plan aimed at internal and external stakeholders:

- (a) Lead the overall public relations and communications activities of the Program, in direct coordination with BWA.
- (b) Preparing and leading the implementation, review, and update of the stakeholder engagement plan.
- (c) Conducting stakeholder mapping exercises.
- (d) Building the necessary relations and liaising with relevant stakeholders to facilitate and improve communication during Program execution.
- (e) Planning, coordinating, and implementing community liaison activities in relation to the Program and its investment components.
- (f) Conducting regular field visits to meet with stakeholders.
- (g) Arranging and attending stakeholder meetings with members of the PEU, Project Management Office, BWA, and ensuring that feedback to stakeholder responses and requests is provided within agreed timelines.
- (h) Managing the Program's grievance redress mechanism.
- (i) Collect and consolidate relevant data and information as input to Program's decision-making process.

5. Reports to the **Project Coordinator**. *To support the entire Program execution period under BA-L1063 local counterpart administrative budget.*

6. Qualifications & Experience

Prospective candidates should have a minimum of the following qualifications:

- (a) Bachelor's degree or equivalent in Media Studies, Journalism, Marketing, Public Relations or a related field.
- (b) Further certification in content creation, graphic design, videography, or similar would be an asset.

With specific Experience as follows:

- (c) At least 5 years of experience at the national or regional level in Communications, Social Media Management, Journalism, Public Relations, or Audiovisual Content Creation.
- (d) Demonstrated experience in developing and implementing strategies to raise public awareness.
- (e) Demonstrated experience in the creation and dissemination of multimedia, print and social media content.
- (f) Proven experience in grassroots or community engagement, particularly in the Caribbean region would be an asset.
- (g) Experience working on communications for projects funded by international organizations would be an asset.

7. Knowledge and Skills:

- (a) Effective oral and written communication skills
- (b) Competence in the use of Microsoft Office and other relevant software tools to create publicity materials, flyers, and social media content.
- (c) Ability to create compelling data visualizations to communicate project progress and impacts effectively to stakeholders.
- (d) Demonstrated ability to build relationships and work with teams of people.
- (e) Working knowledge of the public relations requirements of both the multilateral development banks and local governing regulations and practices in the industry.
- (f) Ability to prepare and assess Results Monitoring Framework for implementation of the public relations and communications requirements of the project to engage with the public.
- (g) Expertise in digital marketing tools and analytics (e.g., Google Analytics, Hootsuite) to measure the impact of communication strategies would be an asset.
- (h) Expertise in managing grievance mechanisms, including conflict resolution and mediation skills, to handle public concerns effectively would be an asset.

8. Characteristics of the Consultancy

Type of Consultancy: Individual Consultancy Service

Duration: To participate in the project for a period of 2 years, with possibility of extension based on performance up to the end of the project implementation period, foreseen for 5 years in total.

Place: Barbados (For Non-Resident Applicants eligibility is applicable for member countries of the InterAmerican Development Bank.)

9. Payments

BA L1063 administrative budget

Payments to the Consultant will be made on a monthly basis subject to mutual agreement.

10. Evaluation Criteria

The Public Relations and Communications Officer will be selected based on the following evaluation criteria:

Criteria	Maximum Score
Qualifications	40
Experience	40
Skills	20
Total	100

11. Submission Details

Interested persons must submit their Curriculum Vitae and cover letter in electronic format to hr@bwa.gov.bb by 4:30 pm on **October 17, 2025** to:

Mrs. Allison Kirton- Holder
Director Human Resources Management and Development,
Barbados Water Authority,
Pine Commercial Estate,
St. Michael,
Barbados
Attention: Mrs. Shelley Parris, Project Manager - Project Management Office