

**Short Term Consultant to assist the PEFA Secretariat in
communicating PEFA's corporate messages**

Terms of Reference

Background

Since its commencement in December 2001 - and in particular since the launch of the PFM Performance Measurement Framework (the PEFA Framework) in June 2005 - the PEFA program has developed an extensive body of program policies, good practice guidelines, technical advice, assessment data, monitoring reports, impact studies and evaluation reports. This body of knowledge constitutes a major resource from which to draw messages for dissemination to the external stakeholders of the program and the PEFA Framework.

The audience for those messages includes representatives from development agencies (both PEFA partners and others), partner governments' central finance agencies, government oversight bodies, private sector consulting firms and freelance consultants, researchers, civil society organizations as well as professional bodies and PFM training institutions.

The program developed a Dissemination and Training Strategy (current version of November 2007) which has guided the development of training material as well as the Secretariat's role in PEFA training globally since 2006.

However, the general dissemination aspects of that strategy were eventually found lacking and the elements that were covered have moreover been only partially implemented. Particular difficulties were faced in developing the community of PEFA practice and in maintaining a regular issue of newsletters. It was therefore decided to develop a specific External Communications Strategy, which was completed during 2010 and approved by the Steering Committee in December 2010. Amongst others, this new strategy redefines the community of PEFA practitioners to a wider group of stakeholders and replaces the newsletters with PEFA Newsflash in a more flexible format.

The strategy emphasizes that all staff of the Secretariat needs to contribute to the development of program messages for dissemination and to bringing those messages across through training and dissemination events as well as production of written materials. However, it also recognizes that the Secretariat will need additional personnel resources to effectively implement the entire strategy, a point reiterated in the report on Evaluation of the PEFA Program (final draft June 2011).

The PEFA work program and budget for FY12, therefore includes as an initial measure the addition to the Secretariat team in the form of a PFM expert on a part-time basis to enhance the Secretariat's external communications capacity, especially as concerns web-based interaction with the wide stakeholder community.

Objective of the consultancy

The objective of the consultancy is to assist the PEFA Secretariat in communicating the PEFA program's corporate messages to a wide audience, through web-based and print media.

Activities

The Consultant's tasks will comprise:

1. Develop and interact with a Community of PEFA Practitioners, through a range of means such as PEFA's Newsflash and website as well as blogs managed by other PFM institutions or other appropriate means.
2. Undertake a monthly review of the technical content on the PEFA website and propose changes to structure and content updates.
3. Prepare a Wikipedia entry on PEFA.
4. Identify and prepare briefs on PEFA success stories on the basis of *inter alia* the PEFA Impact Studies, the External Evaluation Report and ad hoc information obtained from country teams.
5. Update the content of the PEFA brochure – on the occasion of the program's 10-year anniversary and the commencement of a new program phase in 2012.
6. Contribute to review and revision of the structure and technical content of PEFA training materials.
7. Occasionally contribute to review of the PEFA-based PFM assessment reports as part of the report quality review services offered by the Secretariat – a task shared by all of the technical staff in the Secretariat through which we gain knowledge of the issues arising in planning, managing, implementing and quality assuring PEFA assessments.

Inputs and Timeframe

- The assignment will commence in September 2011 and initially continue until end of December 2011 (with possible extension till June 2012).
- The required consultancy input is estimated at up to 60 working days for the period September-December 2011 (potentially increase to 120 days if extended to June 2012).
- The exact number of days to be used for each task under this contract will be agreed by the consultant and the Head of the PEFA Secretariat when the individual tasks are initiated - in order of priority.

Organization and Reporting

The consultant will be engaged on a contract with the World Bank, financed from the PEFA trust fund, and will report on a day-to-day basis to the Head of the PEFA Secretariat.

The consultant will be considered a member of the Secretariat's core team, participate in the Secretariat's internal coordination meetings and work closely with all other members of the core team.

The consultant will be provided with office accommodation and facilities as required.

Qualifications

Essential

- The consultant must be a specialist in Public Finance Management, holding a high level academic qualification in economics, accountancy or another relevant discipline, at Masters Degree level or equivalent (such as ACCA or CIPFA).
- At least 8 years of post-qualification experience, including managing, developing and/or assessing PFM systems at country level.
- Good understanding of the PEFA PFM Performance Measurement Framework and its application.
- Interest in and aptitude for interaction through web and print media on PFM subject matter, with PFM experts from a geographically and culturally diverse range of stakeholders.
- Fluency in spoken and written English.
- Home base in the Washington DC area.

Desirable

- Experience in aid harmonization at international or country level.
- Ability to work in French, Spanish, or any other official UN language.

PEFA Secretariat
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