

Republic of the Union of Myanmar

Independent Consulting Services for Content Development and Translation

Terms of Reference

C 3.3.4

A. Background

1. The Government of the Republic of the Union of Myanmar (Government) has since 2013 embarked on a broad and wide-ranging suite of sectoral reforms. In support of these reforms, the World Bank financed a project under a credit from the International Development Association (World Bank Project) which provided for a wide range of support to the Government.

2. The ICT sector in Myanmar has undergone rapid and fundamental changes in the past five years. Notable among the achievements are (a) the introduction of competitive ICT and telecommunications services through the licensing of new operators, (b) the elaboration of a new law in 2013, along with regulations, that enabled the first wave of reforms, (c) the establishment of an independent regulatory function for the telecommunications sector, and (d) a revision of the 2013 law (the draft revised telecommunications bill and a bill establishing the independent regulator are completed but have not been adopted by the Government). The Economic Policy of the Republic of the Union of Myanmar was launched on 29th July 2016, which outlines 12-point policy ranging from the privatization of some state-owned enterprises to the development of infrastructures including electrification facilities and ports to implementing an ID card system, the Digital Government Strategy and the e-Government System. Also, the Myanmar ICT Development Master Plans (2005-2030) and Myanmar e-Governance Master Plan (2016) include areas of Cyber Security, e-Commerce and e-Government.

3. The World Bank Project has the following four components:

Component 1: Creating an Enabling Environment for Connectivity

Component 2: Extending Connectivity to Rural Areas

Component 3: Enabling E-Government Foundations

Component 4: Project Implementation Support

Under Component 3: Enabling E-Government Foundations, a flagship project of Myanmar Government, namely Design, Development, Configuration, Hardware Supply, Installation and Maintenance for the Myanmar National Portal is under implementation by Ministry of Transport and Communications (MoTC). In addition to this, several e-Government activities have been planned by MoTC to strengthen existing e-Government projects such as Government Personnel Management System (GPMS) and Electronic Data Management System (EDMS) etc. as well as for future.

B. Objectives

4. The objectives of this ToR is to hire resources to support MoTC to undertake the task of Content development and translation - Copywriting and proofreading services; content translation for Myanmar language to English and vice versa, as part of the engagement over a one year time period:

C. Activities

5. The resources will support MoTC to undertake the following tasks:

- Proof reading of content received from Government Agencies of Myanmar
- Writing, editing and translating content in English from Myanmar Language and vice versa
- Writing documents in Myanmar language such as press releases, announcements, annual reports and public speeches etc.
- Provide Digital Copywriting services
- Writing summarized SMS content
- Monitor Portal content to ensure it stays up-to-date
- Moderate and Publish content of the Portal
- Report errors, inconsistencies or anomalies in Portal content to the MoTC and Government Agencies, as applicable

D. Manpower Resource Requirement

6. This assignment is designed to have one local Myanmar manpower resource for one year from the date of signing the agreement between the client and the resource. The resource will be paid on monthly basis by MoTC based on attendance.

E. Administrative Arrangements

7. The resource will work in close with the Director of e-Government Department under ITCSD. Office space will be provided for the resources at the e-Government Department's office, S12 Exchange in Nay Pyi Taw. The resource shall treat all documents and communications under this engagement confidentially. The resource shall also be able to travel.

F. Minimum qualifications and experience

8. Qualifications and Experience

Post Title: Content Development Specialist [1 person]

Duration of Assignment: 1 Year

Primary Reporting Authority: Project Manager, e-Government, ITCSD

The resource for content development and translation will be engaged for the overall Portal content development and translation activities, to meet objectives of Myanmar National Portal project, and other e-Government initiatives in alignment with the e-Government strategy and directions.

Functional Responsibilities

- Ability to work as part of a team and delivering high quality work under stressed condition within tight schedule.
- Ability to work in production for different platforms; able to oversee printing and publishing, understanding of font formats for web content, critical eye for quality.
- Edit and proofread communications materials developed by other teams within the business.
- Write clear, impactful copy to accompany graphics and visual elements from the graphic designer.
- Ability to write formal and legal documents in Myanmar language such as press releases, announcements, annual reports and public speeches
- Ability to write summarized SMS content
- Translation from English to Myanmar and Myanmar to English required
- Perform other related duties as assigned by the authority

Educational Qualification

- Any Graduate Degree

Knowledge and Skill

- Excellent writing and editing skills in English and Myanmar
- Knowledge of advertising, marketing or journalism beneficial.
- Personal integrity, sense of responsibility, problem solving mindset, ability to work in team and having interpersonal skills
- Willing to work at Nay Pyi Taw for an extended period of time.

Working Experience

- At least 3 years of experience as a copywriter

Selection Criteria

Qualified candidates will be short-listed based on their curriculum vitae. A panel comprising of representatives from ITCSD will interview all short-listed candidates.