

Terms of Reference for Communication Specialist

Job title:	Communication Specialist
Number of positions:	One
Reports to:	Project Coordinator, MGLSD
Duty Station:	MGLSD Headquarters (Kampala)
Duration of contract:	24 months with 4 months' probation

Job Purpose

The Communications Specialist will work within the MGLSD communications structures in planning, designing, implementing and carrying out GROW project communication activities, at MGLSD and PSFU including the development of a communications strategy and plan. S/he will draft information, content and/or products for public access, create and maintain the project public communication information systems on the social platforms (such as Twitter, MGLSD website, face book, etc.), in accordance with the GOU and World Bank's communication and media guidelines. The specialist shall ensure timely and regular information dissemination and sharing of information to stakeholders and will be the focal media liaison officer for the project.

Duties and Responsibilities

- a. Develop and implement the GROW project communications strategy including developing promotional material with clear objectives, practical implementation plan, a budget estimate, a brand concept, crisis/reputational risks communication plan and a mechanism to monitor its implementation.
- b. Coordinate the development of the Project's Communication Strategy for internal and External Audience.
- c. Production of outreach and dissemination assets
 - i. Assess IEC needs of the Project stakeholders;
 - ii. In consultation with the relevant and support technical offices, draft outreach materials including project factsheet/summaries, success stories and sector summaries where applicable;
 - iii. Prepare media releases, statements and media briefing notes, and secure clearances, working in conjunction with relevant focal points and being sensitive to needs of both internal and external audiences.
 - iv. Develop cutting-edge media materials, including videos and social media products.
 - v. Ensure the Information materials are adequately disseminated to the various stakeholders.
- d. Stakeholder Engagement
 - i. In collaboration with social development specialists, identify and engage with key stakeholders especially the project beneficiaries, communities etc to ensure awareness and project ownership.
- e. Develop and Maintain a Good Public Image and understanding of the GROW project and its activities.
 - i. Maintain collaborative relationships with all Project and MGLSD staff;

- ii. Develop and continuously update stakeholder contact database and communication system;
- iii. Assess information needs of key stakeholders as well as public relations;
- iv. Regularly furnish stakeholders with information on the implementation progress of the project.
- v. Promote a positive culture and image of the project among stakeholders;
- vi. Develop and execute a clear dissemination plan for GROW's achievements and milestones to various stakeholders;
- vii. Facilitate the resolution of disputes with external role-players
- f. Develop and maintain a positive and popular GROW project Brand
 - i. Develop branding guidelines for GROW project in coordination with the MGLSD,
 - ii. Disseminate the Project's branding guidelines to various stakeholders;
 - iii. Popularize the project brand through various platforms
- g. Media Management
 - i. Act as the primary interface on communications matters between GROW Project PIT and the external audiences;
 - ii. Develop and maintain a media contact database;
 - iii. Regularly scan and oversee media publications on GROW project and maintain a record of them;
 - iv. Identify and develop project story lines for diverse media channels;
 - v. Organize strategic media coverage of Project activities;
 - vi. Actively maintain media relations for GROW project, ensuring that media (and other important external stakeholders, such as governments, development partners etc) are briefed regularly on issues of importance;
 - vii. Contribute to the development of news-driven and authoritative content;
 - viii. Engage with journalists and public audiences via social media channels;
 - ix. Oversee all press conferences and field events related to GROW Project activities. This may involve participating in advance team planning activities, coordinating event schedules etc;
 - x. Ensure that relevant GROW project media products are contained in the kits distributed at press events or at key functions.
 - xi. Organize media events for the project implementation team and other stakeholders on public and private media; and
 - xii. In coordination with Senior MANAGEMENT, provide responses to media enquiries and issues in the media;
- h. Develop and Manage key GROW project Online Platforms
 - i. Develop relevant Project Social media platforms including twitter, Facebook and linked-in platforms;
 - ii. Develop content for project online platforms;
 - iii. Establish and regularly update the Project page on the MGLSD Website.
- i. Events Management
 - i. Assist the PIT with logistics of all GROW project sponsored events as assigned.
 - ii. Brand Project Public and internal events;
 - iii. Produce event press releases;
 - iv. Prepare speeches for GROW project public events.
- j. Crisis and reputational risks management
 - i. In liaison with the Project Coordinator and the PIT, develop a crisis and reputational risks management plan in consultation with the World Banks communications team and ensure crisis and reputational risks' communication is embedded in the project's communications strategy;

- k. Regularly Produce Project Reports and related publications
 - i. Regularly produce and disseminate internal bulletins;
 - ii. Produce and disseminate monthly, quarterly and annual technical reports;
 - iii. Produce and disseminate Quarterly Newsletters;
 - iv. Produce and disseminate Annual Project Public Reports;
 - v. Produce project briefs and write-ups for various publications.
- l. Lead Project behavioural change communication
 - i. Keep abreast with evolving policy developments and strategies on Women Economic Empowerment in the country;
 - ii. Analyze policy papers, strategies, national plans and various development frameworks and briefing papers for dialogue;
 - iii. Analyse project reports, prepare and share learning experience, case studies and success stories to increase knowledge, influence attitudes and improve implementation and replication by future projects;
- m. Build Capacity of Project staff and other stakeholders
 - i. Capacity assessment of Staff and other stakeholders in communication related capacity gaps.
 - ii. Develop a capacity building plan for Project and other stakeholders.
 - iii. Organize and facilitate learning and capacity sessions that can contribute to overall improvement of staff and others stakeholder contribution to the implementation of the Strategy.
- n. Capture and regularly update success stories on beneficiaries under various subcomponents of the project.
- o. Perform any other duties as may be assigned from time to time by the Project Coordinator.

Qualification and Experience

- a. A Master's Degree either in Business Administration, Communication, Journalism or any other related discipline.
- b. Eight (8) years' experience in either communication, journalisms or public relations
- c. Proven experience in effectively managing relationships with media, government officials, the public and development partners is an added advantage.
- d. Excellent written and oral English communication skills.
- e. Proven ability to develop information, education and communication materials.
- f. A working knowledge of media relations, social media management and events planning is required.
- g. Ability to work under pressure and tight deadlines
- h. Excellent inter-personal skills to ensure effective team relations.
- i. Strong organizational skills to effectively plan a variety of different events directed at promoting publicity for the project.
- j. Proven integrity and confidentiality in handling public resources and in executing duties.

Deliverables

- i. GROW project Communication Strategy.
- ii. Well Developed Stakeholder database.
- iii. Develop and maintain an up-to-date list of Reporters that publish Project activities.
- iv. Well Developed Project Pages on the MGLSD Website.
- v. Online Project platforms on Whatsapp, Facebook, Twitter and linked-in.
- vi. Staff Capacity development Strategy and Plan.
- vii. Project Branding guidelines.