



TERMS OF REFERENCE

Title	Communications Advisor (CA)
Objective	To manage and implement the communications, branding and marketing strategy of the Sudokkho project (formerly known as SEP-B)
Period	1 April 2016 - 31 March 2019 (three years)
Location	Office-based work in Dhaka, with regular field work throughout Bangladesh at sites owned and operated by partner organisations and other stakeholders
Reports to	Monitoring and Results Measurement Manager (MRM Manager)

Background of Sudokkho

Sudokkho (formerly known as the Skills and Employment Programme in Bangladesh) is a £22 million, 5-year programme that is funded by UK aid and SDC. Sudokkho supports private-sector led training for the poor, and in particular training that effectively supports women and disadvantaged populations into decent employment. The programme seeks to test and scale-up market driven, quality skills training models within the Ready Made Garments (RMG) and Construction sectors that will stimulate further investment in training by trainees, private training providers and employers. Within the programme period, Sudokkho supports up to 70 different training initiatives that will train at least 110,000 men and women. The increased income of trainees will be £65 million, three times the overall programme cost. Sudokkho supports and builds upon the TVET reform agenda of Bangladesh in coordination with the Directorate of Technical Education (DTE) of the Ministry of Education.

The programme is structured around two components, which aim to impact both the supply and demand of the skills market, bringing about systemic change in the labour market:

1. Supporting private training providers to offer affordable quality training that enhances employability.
2. Supporting private sector industries to develop and operate industry-led training facilities.

Additionally, Sudokkho supports industry skills councils and the development of skills training packages that meet the occupational standards of the industry and can be used by above mentioned training systems.

Sudokkho is implemented by Palladium, in consortium with the British Council and Swisscontact. British Council leads the process of recruiting and contracting the Communications Advisor..

Rationale for the position

Communications and advocacy is a cross-cutting intervention of Sudokkho that contributes to 1) effective relations between project stakeholders, 2) supporting implementing partners to execute coherent and consistent communication interventions 3) documenting project interventions, 4) reporting on results, and 5) advocating its role and innovations in the skills development market.

Sudokkho has developed a communication, branding and marketing strategy paper. Its main function is to provide a framework and identify tools that support the programme's aims. The strategy paper sets out goals, target audience, external outreach activities and media engagement to achieve these aims.

The Communications Advisor (CA) will be responsible for initiating, facilitating and implementing strategies and activities that contribute to Sudokkho's communication, branding and marketing in this full-time position.

Responsibilities, duties and tasks

The CO will support the Team Leader and programme team to deliver the Sudokkho communication strategy. He or she will play a key role in ensuring our communications are both influential and informative for the full range of our stakeholders.

Specific duties and tasks of the CO include the following:

1. *Lead on implementation of communications, branding and marketing activities of Sudokkho:*

- Event organisation to include press conferences, project visits and other events
- Build on momentum generated by the project launch in March 2016 to develop relations with media and ensure ongoing positive coverage of the project
- Facilitate the design and operation of the Sudokkho website:
 - Preparing content for the website
 - Outsource website design where appropriate
 - Organise a launch for the website
 - Website hosting and maintenance
- Publish regular Sudokkho newsletters, including the following tasks:
 - Writing and proofreading articles
 - Translating content into English
 - Editing content from other sources
 - Managing layout, including use of images/photos/graphics
 - Distribution by email/uploading content to website
- Gather and collate success stories, documenting instances where Sudokkho interventions or provision of support have led to tangible benefits for trainees, those around them or participating organisations/institutions
- Production of promotional tools and materials
- Production of information products for the public such as success stories to motivate direct beneficiaries to enrol in skills training
- Support Awareness Weeks/Skills development days
- Annually review and update the Communications Strategy
- Media monitoring (Review newspapers; Make press-clippings; Read website of Bangladesh's main media and copy project related news and reports)
- Identify and network with journalists who cover the RMG and construction sectors and have an interest in skills and employment development
- Arrange regular informal networking events with journalists, stakeholders, partners, beneficiaries, donors, etc.
- Participate at events of technical assistance projects in the same field
- Organise a high-level mid-term event and an international closing conference giving the project a high profile. Such events will be used extensively including media coverage etc. to contribute to Sudokkho promotion and awareness raising extending to the general public.

2. *Gender and Social Inclusion*

The CA is responsible for the application of Sudokkho's strategy on promoting gender and social inclusion within the scope of assigned work. In this, the CA will closely cooperate with the Sudokkho Gender and Social Inclusion Advisor.

3. *Monitoring, Results Measurement and Reporting*

Monitoring and Results Measurement (MRM), including planning and reporting, is guided by the MRM Manager of Sudokkho, and procedures are defined in the MRM manual of Sudokkho. The CA is responsible for providing information to the MRM Manager for

quarterly and annual progress reporting relevant to achievements within the scope of Communication, Branding and Marketing. Additionally and when required, the MRM Manager and/or MRM Officers can be requested for further support where communications is relevant.

4. Other

During the scope of implementation of Sudokkho, additional tasks may emerge for which the programme takes responsibility; In the event that the CA is considered most suitable among the entire programme staff for taking up these tasks, and if workload permits, the Team Leader may assign these additional tasks.

Time schedule

The CA is a full time position throughout the implementation phase of the programme, planned until 31 March 2019, and includes 220 working days per calendar year.

The CA will follow the work schedule as laid down in the Sudokkho operations manual, based on a five-day working week, but considering irregular work when required.

Key Performance Indicators

- Meeting output-level targets relevant to assigned tasks and responsibilities and as formulated in subsequent annual plans of operation.
- Full compliance with the Sudokkho strategies on Gender and Social Inclusion;
- Full compliance with all planning, monitoring, results measurement and reporting tasks;
- Full compliance with the guidelines of the Sudokkho operational manual.

Profile of the Communication Advisor

The Communications Advisor is someone full of ideas and enthusiasm to ensure that Sudokkho's private sector partners, government stakeholders, donors and trainees are informed, involved and excited about the Sudokkho programme.

The Communications Advisor will ideally meet the following criteria:

1. Minimum of five years' experience in the design and implementation of communication strategies.
2. Minimum of three years' experience in working in development cooperation programmes, ideally with focus on private sector development and vocational training.
3. A Bachelor's degree in Communications/Public Relations/Marketing or related field
4. Experience establishing partnerships with diverse stakeholders in the public and private sectors

5. Proficiency in MS Office (particularly Word, Excel and PowerPoint), web-applications and social networking tools
6. Excellent communication in English and Bangla
7. Strong interpersonal and organisational skills
8. Results orientated
9. A team player
10. Interpersonal and leadership skills

How to apply

Interested candidates should send their detailed professional CV with a covering letter to the following email address by the deadline of **8 April, 2016**

dhaka.recruitment@britishcouncil.org

Please include the title of the post applied for in the e-mail message head.