

TERMS OF REFERENCE

JOB REFERENCE NUMBER: CO201501

Title	Communications Officer (CO)
Objective	Adequate application of the communications, branding and marketing strategy of SEP-B.
Available duration	From 1 February 2015 till 31 March 2019 (4 years and 2 months)
Location	Dhaka with regular field work at countrywide locations of (potential) partner organisations and other stakeholders of SEP-B
Reports to	Monitoring and Results Measurement Manager (MRM Manager)

Background of SEP-B

The Skills and Employment Programme of Bangladesh (SEP-B) is a DFID and SDC funded programme that stimulates the private sector to deliver vocational skills training sustainably and at scale. This 5-year programme that started on 1 April 2014 and with a total budget of £ 21.63 million (approx. BDT 2.6 billion) is implemented by GRM International, in consortium with Swisscontact and the British Council.

The programme adheres to the TVET reform agenda of Bangladesh in coordination with the Ministry of Education. Its focus is on the Ready Made Garments and the Construction sectors, to establish integrated, market driven, skills training models that incentivise higher productivity, efficiency and investment among trainees, private training providers, and employers.

SEP-B interventions are structured around three components:

1. Supporting Private Training Providers (PTPs) to offer affordable quality training that enhances employability.
2. Supporting private sector industries to develop and operate industry-led training facilities.
3. Contributing to policies and developing skill training packages that meet the occupational training standards of the industry and can be used by above mentioned training systems.

Gender equality and reaching disadvantaged people, including poor and marginalized groups, is stimulated across all interventions.

Rationale for the position

SEP-B 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

1. to identify, recruit and engage partners to invest in the development of a training market for unskilled workers;
2. to support the marketing of skills training; and
3. to influence the main stakeholders in developing certification standards and foster a wide acceptance of skills training for the poor, woman and marginalised groups.

The strategy paper details the goals, target audience, external outreach activities and media engagement.

The Communications Officer (CO) will be responsible to initiate, facilitate and/or implement strategies and activities that contribute to SEP-B’s communication, branding and marketing.

Responsibilities, duties and tasks

The Communications Officer will support the Team Leader and programme team to deliver the SEP-B communication strategy. S/he will play a key role in ensuring our communications are both influential and informative for the full range of our stakeholders. The CO will be supported with strategic guidance by the short term International Communication Adviser contracted by the British Council.

Specific duties and tasks of the CO include the following:

1. *Take the lead in implementation of communications, branding and marketing activities of SEP-B:*
 - Follow-up the outsourcing the development of a corporate ID for logo or symbol development to design and layout for all possible publications to production if different visibility and promotional items

- Event organisation incl. launch event, press conferences, other events
- First project's information material and publications, website, visibility material produced
- Facilitate the design and operation (regular update and maintenance) of the SEP-B website:
 - Preparation Project's Website
 - Outsource Website Design
 - Website Launch Event
 - Website hosting and maintenance
- Publish regular SEP-B Newsletters, including writing articles; Articles revision and proofreading; Translation; News Flash (last news shortly happened before publication); Editorial; Layout; Images/ Photos/ Graphics; Proofreading/ Check photos and layout; Printing (when applicable); Distribution/ Upload on website/ Send out via email/ press release
- Production of promotional tools and materials
- Production of 4 information products for the public. For example success stories to motivate direct beneficiaries to enrol in skills training
- Support to SEP-B with Awareness Weeks / Skills development days
- Yearly update of the Communication Strategy
- Media monitoring (Review newspapers; Make press-clippings; Read website of Bangladesh's main media and copy project related news and reports)
- Network with journalists (Identify journalists (responsible for garments and construction sector & education and interested in skills and employment development. Invite journalists regularly for background talks. Keep regularly in touch.)
- Informal get-together events (to establish an informal and close network) including regular get together with journalists, stakeholders, partners, beneficiaries, donors, etc.
- Participation at events of technical assistance projects in the same field
- Organise a high-level mid-term event and an international closing conference including media relations and promoting the events among the media for reaching a high visibility. Such events with aimed high media coverage will be used extensively to contribute to SEP-B promotion and awareness raising extending to the general public.

2. Gender and Social Inclusion

The CO is responsible for the application of SEP-B's strategy on promoting gender and social inclusion within the scope of assigned work. In this, the CO will closely cooperate with the SEP-B Gender and Social Inclusion Officer.

3. Monitoring, Results Measurement and Reporting

Monitoring and Results Measurement (MRM), including planning and reporting, is guided by the MRM Manager of SEP-B, and procedures are defined in the MRM manual of SEP-B. The CO 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. When required, the MRM Manager and/or MRM Officers can be requested for support.

4. Other

During the scope of implementation of SEP-B additional tasks may emerge for which the programme takes responsibility; In the event that the CO 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.

The TOR is subject to change/modification depending on the need of the programme.

Time schedule

The CO 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 selected candidate can join in the team anytime from 1 February 2015 subject to availability and signing off of the contract.

The CO will follow the work schedule as laid down in the SEP-B operations manual, based on a 5-day workweek, 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 SEP-B strategies on Gender and Social Inclusion Strategy;
- Full compliance with all planning, monitoring, results measurement and reporting tasks
- Full compliance with the guidelines of the SEP-B operational manual.

Profile of the CO

We want someone full of ideas and a can-do approach to ensure that our private sector partners, government stakeholders, donors and trainees are informed, involved and enthused about the SEP-B programme.

The Communications Officer must meet all of the following six requirements:

1. At least 5 years' experience in the design and implementation of communication strategies, including in donor funded development programmes
2. A Bachelor's degree in Communications/ Public Relations/ Marketing or related field
3. Experience establishing partnerships with diverse stakeholders in both public and private domains
4. Familiarity working with private sector development and training
5. Proficiency in MS Office (particularly Word and Excel), web-applications, and social networking tools
6. Excellent communication in English and Bangla

Additionally, the following experiences or expertise are preferred:

1. Skilled user of web-design, design and photo-editing software
2. Strong interpersonal and organisational skills
3. Results orientated
4. A team player
5. Interpersonal skill

Contracting Arrangements

The successful candidate shall be contracted as a long-term consultant by the British Council and shall undergo a probation period of six months and his/her performance shall be evaluated prior to the confirmation of the full term of the contract. The consultant will report to British Council for any contractual matter. The fee rate for the consultant shall be negotiated with the British Council, depending on the qualifications.

Application and CV submission

If you meet all six requirements mentioned in the profile, and you are comfortable with additional requirements mentioned above, please submit your detailed and updated CV along with a cover letter describing your suitability for the position, and your availability to start, if selected. The CV must cover the followings: full description of all relevant experiences specifying time duration at post, employer's name, project and donors' name, position, and tasks and deliverables, etc. You must mention the position / title and the job reference number **(CO201501)** in the subject of your email.

We expect to invite the shortlisted candidates for interview around first week of February 2015.