

## **Terms of Reference for Position of Director Communication**

### **Overall Job Objective:**

- The Director Communication will work towards the achievement of project objectives through the development, coordination and implementation of a communications strategy with a focus on SBCC. The SBCC will adopt a three-tier approach of interpersonal communications, media engagement at all levels and community/social mobilization.

### **Objectives of the Assignment:**

- The Director Communication will facilitate implementation at the strategic level and be responsible for coordination and liaison with all Line Departments, i.e. Health, Education, Local Government, Agriculture, Livestock, Fisheries, Population Welfare and Social Welfare.
- S/He will facilitate them in developing their respective sectoral communication strategies and plans so that they contribute to the overall objective of the Project. S/he would maintain cross sectoral communication, coordination and information systems which would contribute in developing each sector's communication strategy and achieving the project results.

### **Director Communication shall be responsible to:**

- Facilitate the development and implementation of the communication strategy in alignment to the AAP's overall strategy. Contribute to the development of AAP's Annual Work Plan. Follow up on work-plan implementation, annual targets achievements and budgeting for the communication component;
- S/he will be responsible for structural management and execution of the communications strategy and for formative research through the following:
- Conduct a mapping of on-going and planned SBCC and communications interventions across Sindh (workshop and consultations with stakeholders, including sectoral communications focal points, Line Departments, development partners, civil society organizations etc.);
- Analyze knowledge, attitudes and media habits of target populations;

- Undertake a situation analysis and identification of influencing factors (tools include field trips, focus group discussions, observation checklists, key informant interviews etc.);
- Conduct a literature review of the prevalence of stunting across Sindh, relevant data and emerging issues;
- Facilitate the identification of primary (most affected and at risk) and secondary Audiences (influencers of primary audience: family, health workers, community, service providers, etc.) and prioritization of audience segments;
- Assess communication capacity, potential resources and SWOT analysis within the current environment.
- The Director Communication main task is to develop a comprehensive, integrated and overarching communication strategy which forms the lynchpin of all sector-based strategies and interventions. S/he will facilitate and oversee implementation of the strategy.

In this regard, s/he will work closely with Line Departments with guidance from senior management at the Secretariat.

- To build relationship with media, civil society, development partners and all key actors working on stunting in Sindh
- A coordination hub for all sector-specific communication intervention, including quality control of outreach material to ensure that all products have consistent branding and messaging.
- The Director will also advise senior management and leadership on program related outreach and enhance capacity among communication staff working in component sectors.

**The Communication Director will also:**

- Develop a comprehensive strategy and brand with clearly defined objectives, audiences, tools and an actionable and costed work plan;
- Facilitate the development of communication tools required for the strategy Lead the implementation of the strategy and work for effective operationalization;
- Review and evaluate the efficacy and effectiveness of on-going communication interventions and measure impact;

- Work in close collaboration with the monitoring and evaluation function of the project and share beneficiary feedback and other such relevant information to advise the direction of implementation and course correction;
- Prepare project briefs, beneficiary testimonials, photos and beneficiary focused stories (video and written) and result-oriented reports as part of the overall outreach through all media channels, including on-line media.
- Conduct any other function and responsibility, which may be assigned by the PCN.
- The Director Communication will not act as a freelancer, will not become part of any media associations, will not become part of any media associations, will not engage himself in any kind of oral or written communication to the media houses , unless directed from the competent authority in written form.

### **Institutional Arrangements and Reporting:**

The Director Communication shall be reporting to the Program Coordinator Nutrition for AAP on a day to day basis through submission of regular updates/reports. Her/his office would be established in the premises of Task Force Secretariat where s/he would perform her/his assigned duties.

### **Qualifications:**

- At least master's degree in communication and Science related to Mass media Communication. Social behavior Change, Interpersonal Communication, and other related Discipline from HEC recognized local or foreign university.

### **Experience:**

- At least 08 years or more working experience in implementing and managing Nutrition , Public Health , Development , or Related sectors 'communication Programs .He/She should have solid knowledge of communication methods and approaches , interpersonal as well as mass media communication .

### **Skills:**

- The candidates should have strong communication skills and proven record of achieving results as documents in citations of various successful projects /work results.
- Demonstrated proficiency in communication skills.

### **Contract Period**

- The duration of service of Director Communication shall be for One (01) year and contract may be extended further on need-cum performance basis.