

Terms of Reference (TOR)

Communication and Knowledge Management Officer

Background

The Smallholder Agribusiness and Resilience Project (SARP) is co-funded by the International Fund for Agricultural Development (IFAD) and the Government of Sri Lanka. It aims to contribute to reduce poverty among small-scale farmers and increase food security and nutrition in dry zones by building resilience and enabling rural households to access markets in geographies affected by climate change. The project is focused in select hotspots in Vauniya, Mannar, Puttlam, Kurunegala and Mathale districts aligned across the Deduru oya, Mee oya and Malwathu Oya river basins. .

Scope of work:

Under the broad guidance and direct supervision of the Project Director and in close collaboration with staff in the Project Management Unit (PMU), the Communication and Knowledge Management (Comm and KM) Officer is responsible for designing and implementing the overall communications and knowledge management strategy of the project. The Comm and KM Officer will deliver the strategy in a professional manner, in accordance with the project documents, guidelines and agreements made between the project financiers and stakeholders.

The Comm and KM Officer will ensure the effective and timely implementation of the strategy, delivery of quality outputs, and achieve outcomes with maximum impact to project beneficiaries.

Specific duties of the incumbent will include but are not limited to the following:

- Design, implement and monitor a communications and KM strategy for SARP in consultation with the Project Director, relevant PMU staff and the relevant IFAD officials;
- Improving visibility and branding of SARP;
- Ensure brand visibility and integrity of financiers in SARP communications;
- Ensure alignment with IFAD best practices and guidelines on communications and KM in all project communications activities;
- Maintain and manage SARP's social media pages and website with timely updates with relevant content, ensuring digital presence and visibility;
- Support the PD and PMU technical specialists in building the SARP website;
- Bringing in innovative best practices for the effective dissemination of information for awareness and visibility purposes;
- Provide content to the IFAD country team for developing subject matter reports, blogs, web stories, case studies, etc. as needed;
- Advise and support the PMU in preparing policy documents as needed and relevant; and
- Any other communication and knowledge management duties assigned by the PD.

- *Advocacy and awareness:*
 - She/he will work closely with the stakeholders, beneficiaries to ensure that relevant programme materials such as human interest stories, proposals, factsheets, infographics etc. are developed and disseminated to target groups through relevant media and network channels.
- *Media Relations:*
 - Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) within and outside Sri Lanka to increase coverage of project in the media (print, broadcast and digital). Specific activities may include:
 - Collaborate with the media by organizing project site visits, facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate;
 - Day-to-day updates and maintenance of SARP website and social media sites (Facebook, Twitter and YouTube) such as daily monitoring, posting and content development.
- *Knowledge Management:*
 - Prepare knowledge products and policy material in collaboration and with advice from the PD and technical specialists.
- *SARP Brand and Communications:*
 - Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, human interest stories, picture stories, videos, etc. and develop an archive.
- *Events/campaigns:*
 - Support organization of workshops, seminars, campaigns, events and project review meetings.
 - Support with Monitoring and Evaluation measures on communications related deliverables.
- Any other duties assigned by the project director

Education Qualifications

Bachelor degree or equivalent in Communications, journalism, public relations, social sciences or another relevant field

Required experience

Minimum seven years of experience in relevant field

- Demonstrated knowledge and ability to develop, promote, implement, monitor and evaluate communication and KM strategies and methods;

- Proficient knowledge of social media platforms, including Twitter, Facebook, YouTube, LinkedIn and Instagram;
- Experience in developing and maintaining webpages;
- Desirable: Proficiency in graphic design software and multimedia content creation tools;
- Ability to write and edit for different media and audiences;
- Solid overall computer literacy, including proficiency in various MS Office applications (Excel, Word, etc.) and email/internet;
- Familiarity with database management and office technology equipment;
- Excellent interpersonal skills; culturally and socially sensitive; ability to work inclusively and collaboratively with a range of partners, including grassroots community members, and youth organizations, and authorities at different levels; familiarity with tools and approaches of communications for development;
- Excellent oral and written skills; excellent drafting, formulation, reporting skills;
- Ability to work and adapt professionally and effectively in a challenging environment;
- Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines.

Duty station and duration

Colombo with frequent travel to the project sites.

Duration of services – 24 person months. Initially, the contract will be assigned for a period of six (06) months and its extension will be based upon successful performance.