



Job Description

Position	Communication Specialist – Content Management and Media	Grade	D1
Department & Location	Communication	Date	January 2017
Reports to	Head- Communication and Advocacy		
Purpose:	<p>Working in 51 developing countries across Africa, Asia and the Americas, Plan aims to reach as many children as possible, particularly those who are excluded or marginalized with high quality programmes that deliver long lasting benefits by increasing its income, working in partnership with others and operating effectively.</p> <p>Plan International Bangladesh is currently implementing its 4th country strategic plan (CSP-IV) developed for five years covering fiscal year 2016 to 2020 towards a longer term vision of a Bangladesh where “Children and Youth (irrespective of ethnicity, location, gender, religion, disabilities or sexual orientation) grow up in a safe, protected, enabling environment where their rights are realized and their voices heard and valued.”</p> <p>We will contribute towards this vision by designing and implementing quality programmes and projects in major areas following right based approached. These major areas are: Health, Education, WASH, Child Protection, DRM & Climate Change and Youth Economic Empowerment.</p> <p>Support the country office in developing and managing communication plan, media networking, campaign in line with global communications strategy at both national and PU level, and enhance Plan International Bangladesh’s visibility and influence in the country and across Global Plan.</p>		

Dimensions of Role:

Financial measures or statistics relevant to post such as budget; list of direct and indirect reports

Dimensions of Role:

Financial measures or statistics relevant to post such as budget; list of direct and indirect reports:

Responsible for producing communication materials this position will be managing a budget of around \$50,000 for implementing communications activities.

Direct and indirect reports:

The position holder will be reportable to Head- communication and advocacy. This position doesn’t have any supervisee.

Communications requirement:

Continuous communication internally with technical team in Plan. This position will generate content for National Offices as well as for the region for bilateral sharing.

Risk management:

He/she will take proactive stance in identifying and mitigating child protection related as well as compliance related risks associated to producing communication materials which must be in lined with Plan Internationals visual aesthetic and brand guidelines.

External representation:



He/she will be represent Plan with his produced communications materials in Plan International Bangladesh's working areas which will be representing the organisations goals, mission, vision for the wellbeing of children's of this country. S/he will communicate with implementing partner organization as well as member organizations of INGO forum and government ministries specially with ministry of information, MoWCA, ministry of culture etc.

Reach/breadth of the post/ or area of responsibilities:

The position holder will be producing audio visual communication materials for the organisation (both sponsorship and projects) which will be used to brand and promote the organisation within and outside of the country. Contributes to increasing Plan International Bangladesh's influencing capacity by establishing Plan as an authoritative and credible voice on key issues (such as child rights, education, gender equality) through quality publications and media engagement.

Provide technical guidance and support to all the communications activities and campaigns at PUs so that a uniform/coherent Plan image is portrayed and consistent messages are delivered to stakeholders and target population/communities.

Typical Responsibilities - Key End Results of Position:

"What" is done and "why", but not "how"; include indicators for success

Key Results Area (KRA) 1: Lead the process of strategizing/planning and implementing communications activities at field level so as to achieve Plan's CSP objectives

Indicators for success:

- Quarterly Progress reports are done by field Comms to monitor the progress of planned communications activities and evaluate the quality of the programme implementation;
- Support, guidance and one-to-one coaching provided to Communications Coordinators (CCs) in carrying out their job responsibilities

KRA 2: Ensure Plan International Bangladesh's activities and achievements are widely shared within Plan BD and Plan world so Plan International BD's work is visible and appreciated

Indicators for success:

- Country Brochure
- Annual report developed and disseminated
- Communications bundles developed and shared
- Learning 4 Change produced and developed
- Articles/Reports written highlighting Plan's BD's achievements
- Global Award packaging

KRA 3: Enhance Plan's capacity to influence policies by raising Plan International Bangladesh's visibility and highlighting PIB's area of competence through media engagement

Indicators for success:

- Media engaged through press releases published in print media and news telecast on electronic media
- Articles by Plan staff touching Plan issues published

KRA 4: Ensure quality communication contents developed and shared globally

Indicators for success:

- Number of stories developed, written or edited by Country staffs
- Number of photos taken by Comms Coordinators
- Number of event reports written
- Number of blogs written and support provided to write
- Content of Plan Int. BD webpage is updated on annual basis with latest information and images;
- Content of Plan BD web-portal is edited before being published

KRA 5: Manage Plan International Bangladesh Social Media activity (FaceBook, Yammer, Twitter, YouTube, Scribed etc) to increase plan visibility.

Indicators for success:

- Plan International Bangladesh Face Book page operationalised with significant following.
- Plan Yammer is operationalised with update news of Plan International bangladesh.
- Facebook, Scribed, YouTube and Flickr site is operationalised with update Plan International Bangladesh documents, audio-visuals and Photos.

Dealing with Problems:

Complexity of problems handled & the degree of investigation, analysis, & creative thinking required to solve them

- The position holder is responsible to ensure accuracy of language and tone of all types of content used in communications for both internal and external communications
- Has to be creative to efficiently use the different levels of expertise of the Communications Coordinators (CCs) so the communications activities are carried out smoothly at PU level. Guiding them and building their capacity are part of the responsibility of the position holder.
- Needs to have the right connection with the national media to ensure Plan’s visibility and its work are duly reflected in the media.
- Must have good analytical skills and adequate knowledge of programming so the position holder can promote Plan’s work and achievement through writing for internal Plan platform and external national media.
- Needs to possess in-depth understanding of communications aspects of programming so he/she can effectively strategise communications plan and come up with needs-based communication strategy

Communications and Working Relationships:

Working contacts inside and outside the organization; include the purpose and level (high, medium, low) of the contact

Internal contact:

Position	Reasons for contact	Level (high, medium, low)
Head – Communications and Advocacy	To define Plan Bangladesh’s overall communications strategy and determine the direction it would take in the medium and long-term. and define identify communications aspect of program/Area and include these in the communications plan and budget.	High
Field Communications Staffs	To supervise, guide and build capacity of the CCs so as to ensure PU level communications activities are carried out well.	High
ARO Communications Team	To submit Communications bundle, provide information and photos as per requirements	High



Communications Forum	To share news (News Bits), stories (Planet, News and Views) and other Plan Publications (Learning 4 Change, Annual Report) and provide necessary information	Medium
----------------------	--	--------

External contact:

Position	Reasons for contact	Level (high, medium, low)
National level print and electronic media personnel	- For coverage of Plan's activities/events in the national level - Promoting Plan's work and achievement in the media through writing and getting journalists writing for the media	High
Partner organisations	- For capacity building on communications aspects	Low

Knowledge, Skills, Behaviours, and Experience Required to Achieve Role's Objectives:

Gained through education, training, & experience

Education:

Masters in Social Science or English but preferably in Mass Communication/ Journalism/Public Relations from a recognized University with strong command in English is highly desirable.

Training:

- Training on general communication and publications
- Training on media communication
- Training on public relation
- Training on photography/videography.
- Training on professional writing skill.

Knowledge, Skills and demonstrated Behaviour: Core and Functional Competencies required for this job with level (i.e. proficient, knowledgeable or aware)

Core competencies:

(Set of knowledge, skills and attitudes necessary for all Plan-Bangladesh staff)

- Understanding Plan: *Understands the role of Plan and context in which Plan works (proficient)*
- Leadership: *Cultivates an environment where people are confident to take the initiative, be innovative and learn new ways of working (Proficient)*
- Communicates effectively: *Adopts an appropriate communication style when communicating with the whole range of colleagues, partners, Children and communities; exhibits active listening and effective feedback; ability to clearly and convincingly express thoughts and ideas in written and verbal form (proficient)*
- Facilitating CCCD: *Adopts appropriate tools and methodologies to facilitate disadvantaged children, families (knowledgeable)*
- Management: *Manage resources (staff, budgets and work) to deliver results to agreed quality standards; able to apply planning-leading-organizing-controlling skills (knowledgeable)*
- Positive team style: *Adopts a team style which adds value to work and reinforces good working practices (knowledgeable)*
- Child protection awareness: *Demonstrates an understanding about the Child Protection Policy and compliance, applies the possible protection measures within the scope of job, and provides inputs for strengthening child protection measures. (knowledgeable)*

Functional competencies and level:

(Set of knowledge, skills and attitudes specific to the managerial, technical or support requirements of the position which may also be discipline specific)

Knowledge in Communication: <i>Understanding of strategic and technical aspects in communications and Development Education.</i>	Proficient
Global Identity Awareness (GIA) of Plan: <i>Knowledge and understating on GIA as a corporate guideline for communications; ability to assess communications materials using global identify guideline as standard; support Plan Bangladesh in promoting its identity, promises and attributes aligned with GIA.</i>	Proficient
Knowledge in corporate systems: <i>Understanding on Sponsorship, PPM</i>	Aware
Knowledge in different development issues: <i>Understanding of different development initiatives.</i>	Knowledgeable
English and bangla Language skills: <i>Ability to use appropriate and grammatically correct English while writing and developing communications materials for internal and external audiences; ability to edit, review and consolidate the write-up of others with in the same theme</i>	Proficient
Writing and documentation skill: <i>Ability to conceptualize and present in an organized way and clearly</i>	Proficient
Fieldwork management: <i>Ability to administer data collection, supervision of set plan, ensuring quality information and research activities.</i>	N/A
Facilitation skill: <i>Effectively handles discussions with a focus on both groups and individuals to enrich participants' understanding of particular subjects or situations, understands process and can diagnose group needs and intervenes accordingly</i>	Knowledgeable
Technical skill:	Knowledgeable



Photography skills, <i>Ability to handle PC, Operate PPM, presentation in multimedia and use of internet.</i>	
--	--

Demonstrates the attitudes of:

- *Integrity, transparency, proactive stance*
- *Respect for gender equity*
- *Adherence to child rights*

Experience

- At least 6 years working experience in communications field preferably in development organizations.

Physical Environment and Demands:

May be "typical office environment"; note if heavy lifting, climbing, excess travel, etc.

Based at BCO with around 20% travel to PUs, project areas, media houses.

Level of Contact with Children:

Low contact: *No contact or very low frequency of interaction*

Mid contact: *Occasional interaction with children* ✓

High level: *Frequent interaction with children*