

## Job Description

<b>Position</b>	<b>Documentation, Communication and Knowledge Management Specialist</b>	<b>Grade</b>	C2
<b>Department &amp; Location</b>	Plan International Bangladesh Country Office	<b>Date</b>	June 13, 2016
<b>Reports to</b>	Project Director, A2H		
<b>Purpose:</b>	<p>Working in 52 developing countries across Africa, Asia and the Americas, Plan International aims to reach as many children as possible, particularly those who are excluded or marginalized with high quality programs 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 fourth country strategic plan (CSP-IV) developed for five years covering the period of 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 approach. These major areas are: right to health, right to quality education, right to protection, right to WASH, right to prevention and protection from disasters and climate change and assistance in emergencies, and right to youth and economic empowerment.</p> <p>Advancing Adolescent Health (A2H) project is a three-year cooperative agreement (January 12, 2016-January 11, 2019) funded by the United State Agency for International Development (USAID). Plan International operates the program under Cooperative Agreement # AID-388-A-16-00001.</p> <p>Lutheran Aid Mission to Bangladesh (LAMB) and the Eco-Social Development Organization (ESDO) are the two national partners working with Plan in the implementation areas to achieve the project results.</p> <p>The goal of A2H is to improve adolescent health and well-being through a comprehensive model designed to shift perceptions and change deeply-rooted behaviors through a series of multi-level interventions including increasing knowledge and skills through life-skills and ASRH training, strengthening gatekeeper engagement and improving access to age appropriate and comprehensive ASRH and FP services at the health facility and provider level. The project objectives are three-pronged with a foundational belief that improving adolescent sexual and reproductive health knowledge and access at the supply and demand sides of service within a broader enabling environment will lead to increased demand for ASRH, FP and associated health issues and strengthened adolescent friendly SRH services at formal and informal health centers/providers to properly meet the demand.</p>		

### Dimensions of the Role:

- The Documentation, Communication and Knowledge Management Specialist will draft and manage all A2H Project's communications which includes: monthly/annually/quarterly progress report, best practices, case studies and lessons learned.
- S/He will source, access, synthesize, document and disseminate and manage knowledge about the A2H Project (including best practices and lessons learned).
- Ensure the update of the website and social media accounts in order to raise visibility at the local, national and global levels.
- The position has a functional relationship with the staff component leads, A2H Partners and adolescents for documenting progress, lessons learned and developing and generating impact and success stories, and providing technical inputs for quality documentation outputs of the partners and the project.
- S/he will provide leadership for conceiving, researching and developing A2H documentations, publications and communications materials, under the supervision of the PD.
- Establish ad hoc and standard reports to stimulate analysis and data affecting decisions to enhance experience.
- Identify knowledge gaps within existing systems and propose streamlined approaches to advance knowledge in adolescent health
- Ensure communications are consistent in messaging across the program and aligned with overall goals and strategies.
- Create learning systems and processes that are used by A2H to bring success and impact stories from A2H into process documents, and new business processes;
- Collaborate with the PD, USNO and BCO Communication Team to develop strategic communications content including success stories, infographics, videos, podcasts, blogs and other commentary, photo stories, and other materials that market Plan's A2H project successes and impact.

### Typical Responsibilities - Key End Results of Position:

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

- **Key Result Area (KRA) 1: Provides specialized technical services in documenting progress, approaches, lessons learned towards the attainment of programme/project objectives of A2H. Writes about A2H activities in English, in ways that communicate the impacts and successes of the program to a wide range of stakeholders (such as policymakers, media, donors, international and national NGOs, Plan, adolescents and youth and GO-NGO-private sector partners) so that A2H is perceived positively and as a model for ASRH programming.**

#### Indicators for success:

- Documentation materials and publications are well written and edited for specific audiences, explaining A2H's impacts and the processes leading to A2H achievements.

- Guidance is provided on the use of information/news /photos from the field and is edited for: promotional materials for donors; sharing with other Plan departments in Bangladesh and worldwide; the website: twitter; and Facebook.
- **Key Result Area (KRA) 2: Develops written pieces, and occasional audio-visual materials, designed especially to capture the effectiveness and impact of A2H and its structures and activities, including the challenges addressed and overcome.**

Indicators for success:

- Articles related to this KRA are published in newspapers and publications.
  - Stories and pieces in English are published on A2H's and other websites, PlaNet, USAID and US National Office (USNO) publications and in the A2H newsletter.
  - Stories written for A2H publications (process documents, books, fact sheets, briefing/visitor packs, etc.).
  - Support is provided for accurate translations.
- **Key Result Area (KRA) 3: Supervise the production of content for A2H's electronic media interface.**

Indicators for success:

- Content for the A2H website is regularly produced and updated with informative material to ensure programme visibility locally and internationally
- Content is produced for the Facebook page, Twitter feed and Google+.

Dealing with challenges:

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

- Documenting and communicating the processes and achievements of the A2H program is a major focus in the project life time. The position holder's success will depend on how effectively A2H is able to raise its profile nationally and globally.
- Must possess an in-depth understanding of the communications aspects of programming so that s/he can effectively strategize about A2H's documentation and communications needs.
- Must have good analytical skills and adequate knowledge of program so the position holder can promote A2H's work and achievements through writing for internal and external audiences.
- Must be able to research, analyse and produce written materials quickly.
- The position holder is responsible for ensuring the accuracy of language and tone of all types of content used in communications for both internal and external communications.

- Communications and Working Relationships:

- Internal contacts:

Position	Reasons for contact	Level (high, medium, low)
Project Director, A2H	Direct supervisor. Overall approval of the communications initiatives and pieces.	High
Technical Advisor BCC, A2H	Collaboration in developing documents, communications & PR content.	High
Core Communications Unit	Ensure coherence with core communications initiatives relating to the project goal and ensuring compliance with Plan guidelines as well as the USAID approved Branding and Marking plan.	Medium

- **External contacts:**

Position	Reasons for contact	Level (High, Medium, Low)
USAID Bangladesh office and USAID implementing partners	Correspondence related to communications with concerned staff	Medium
Government	Correspondence related to communications with concerned staff.	Low
A2H project offices	Regular information collection and communication support to program. Collaboration in documentation	High
U.S. National Office	Obtaining technical inputs from technical leads. Correspondence related to communications with concerned staff.	Medium

**Experience**

At least 8 years of experience in communications work, preferably with development, public health or human rights organizations. Experience with USAID and/or its Implementing Partners will be a plus point. Significant experience writing in English.

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

(Gained through education, training, & experience)

Education: A Master's level degree in public relations, mass communications or English, (Public health may be an option) from any of the top five universities of Bangladesh or from a reputable university outside of Bangladesh.

Training:

- Training on basic communications and publication
- Training on media communications
- Training in public relations

- Training in professional writing

Core competencies:

- **Understanding Plan:** Understands the role of Plan, the context in which Plan works and how the A2H program contributes to Plan’s vision. (proficient)
- **English language skills:** Must have either Master’s level training in English or is able to demonstrate writing and communication skills that are consistent with the expected competencies of a post-graduate student who has majored in English. Must be able to use appropriate and grammatically correct English while writing and developing communications materials for internal and external audiences. (proficient)
- **Writing skills:** Must be able to conceptualize, investigate and write pieces and news articles (some quickly), short stories, analytical policy and program briefs, and must have competency in writing for a wide range of media (print and electronic), printed materials such as books, newsletters, journals and electronic materials such as websites and social media and be able to review, revise, edit and add substantive value to the writing of others. Writing and documentation must show an ability to conceptualize and present, in a clear and organized manner. (proficient)
- **Leadership skills:** Contributes to an environment in which colleagues develop the confidence to take initiative, be innovative and learn new ways of working. Leads colleagues to develop ideas for impact and success stories. (proficient)
- **Facilitating CCCD:** Adopts appropriate tools and methodologies to facilitate interventions for disadvantaged children, families and women. (knowledgeable)
- **Child protection awareness:** Demonstrates an understanding about the Plan Child Protection Policy, applies the possible protection measures within the sPDe of job, and provides inputs for strengthening child protection measures. (knowledgeable)

Functional competencies:

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

<p><b>Adolescents Health and Well-being:</b> Knowledge and clear understanding about adolescent health and wellbeing adolescent sexual and reproductive health knowledge, and engaging communities within the social context of Bangladesh and/or within similar cultures, social norms or legal systems. (proficient)</p>
<p><b>Communications and Development:</b> Must have an understanding about the objectives of national development policies and programs in order to write about outcomes, impact and sustainability. (proficient)</p>
<p><b>Work management:</b> Ability to prioritize and manage work to meet deadlines; conduct interviews; operate Mac and Microsoft PC systems; present in multimedia; effectively use the internet; be able to ascertain quality of data and information. (proficient)</p>
<p><b>Networking and collaboration:</b> Able to establish working relationships with stakeholders, works as a team player with colleagues and cooperatively with other units, and maintains networks outside the organization. (proficient)</p>

**Facilitation Skills:** Effectively handles focus group discussions with a focus on both groups and individuals to understand processes and diagnose the effects of programs. (proficient)

**Advocacy skill:** Ability to articulate and to communicate strategies, take actions and propose solutions to influence decision-making at the local and national level to create positive change for people and their environment, specially relating to domestic violence and human rights. (proficient)

**Risk Management and conflict management:** Understand/can assess potential risks while handling resources. Can effectively assess environmental hazards/political situations and develop alternative strategies i.e. risk mitigation strategies. (proficient)

**Donors' policies and procedures:** Knowledge of and experience in project management and administration of donor policies, procedures and reporting requirements and demonstrated ability to meet rigorous timelines and track project results. (proficient)

**Demonstrates the attitudes of:**

- Strives for performance that is timely and effective.
- Strongly drives performance forward in area of the business for which they are responsible.
- Holds self and others to account to deliver on agreed goals and standards of behaviour.
- Involves others in setting and achieving goals.
- Shows respect for colleagues and is gender and child sensitive.
- Has integrity, works transparently and is proactive.

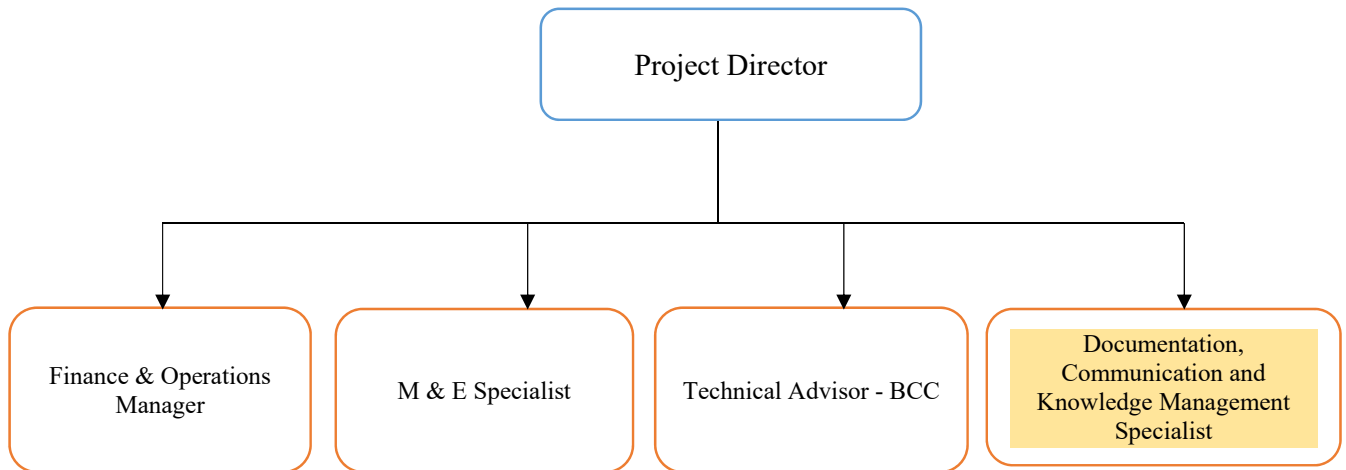
**Physical Environment and Demands:**

The person will be based at the Plan Country Office in Dhaka and will need to travel to Rangpur A2H office and the project field based on the project's documentation and communications needs. Travel within Dhaka to meet with other stakeholders will be required.

**Level of Contact with Children:**

High contact

Organizational Chart:



Please refer to the A2H organizational chart that is currently in effect and approved. The organizational chart may change from time-to-time, as appropriate, during the course of this position and may always be obtained from the A2H Admin team or from Plan HR.

Certification:

I have read the Job Description and agree to undertake the activities and responsibilities specified. I also acknowledge that this profile is an indicative indication of job activities and I understand that I may be required to undertake additional tasks as required within the mandate of Plan or A2H.

POSITION HOLDER: Documentation, Communication and Marketing Specialist

Name:

Signature:

Date: