

## Communications Expert

Period: April 2021 to December 2021 (with potential for extension)  
Location: Dhaka (Bangladesh) with some travel to programme areas  
Reports to: Team Leader, PROKAS

### **The British Council is seeking an energetic proactive communications expert as part of the dynamic PROKAS Programme to:**

- Work nationally to improve accountability and transparency for the people of Bangladesh.
- Build partnerships and coordinate with the Government of Bangladesh, private sector, NGO's and communities in Bangladesh to maximise opportunities for securing advocacy successes
- Lead advocacy efforts on specific advocacy priorities, representing PROKAS to policymakers, practitioners, working groups, academic partners, the media and the public.
- Communicate the PROKAS Programme globally

### **Background**

PROKAS (Promoting Knowledge for Accountable Systems) is a UK Department for International Development (DFID) funded programme designed to support government and civil society initiatives to improve transparency and accountability in Bangladesh. PROKAS commenced in April 2015 and will continue until December 2021. PROKAS is implemented by the British Council in partnership with Palladium.

PROKAS is a politically smart programme that aims to increase transparency and accountability in Bangladesh by supporting action in areas where there is strong potential for change. We work with issues where there is an opportunity to bring groups together – civil society, government, academia, the business community – to solve complex accountability problems through coalition building and collective action approaches, supported by political economy analysis. Whilst PROKAS awards grants to participating partners, particularly civil society partners, IBPs are not traditional 'grant projects'; regular reflection and learning enables projects to flexibly adapt to accommodate new ideas, or new partners, or changes in the external context.

PROKAS is currently delivering the following issue-based projects (IBPs):

- **Climate finance transparency:** supporting a coalition of partners to strengthen both supply and demand aspects of climate finance transparency and right to information. Through applying the comparative advantages of government, civil society and private sector, the project aims to demonstrate that climate projects that are transparent, accountable and inclusive, will increase the effectiveness, efficiency and economy of climate change interventions, thus increasing opportunities for national and global financing and increase the wellbeing of communities.
- **Fairer labour migration:** government, civil society and private sector partners are collaborating to strengthen mechanisms, policy and legislation to provide greater safeguards to labour migrants from Bangladesh, many of whom fall prey to bribery, corruption and other exploitative practices. Partners are collaborating to pilot grievance and compensation mechanisms for victims of exploitation.

- **Food safety governance:** through multi-stakeholder engagement the project aims to increase governance transparency and accountability in the food sector leading to informed policy making, safer production and distribution of food products and economic benefits for small-scale farmers (including women farmers). As an entry point into the wider issue of food safety, PROKAS will continue to focus on poultry production, whilst engaging with actors who work across food safety more broadly.
- **Climate Induced Migration:** a coalition of partners are collaborating to identify alternative cities to Dhaka where climate displaced migrants can settle with dignity. By bringing together a coalition of actors that supports private sector, government and civil society interests, the project aims to demonstrate that collective working which is more transparent and accountable, brings benefits to all parties – including green financing opportunities for private sector growth and employment for climate displaced migrants to enable them the opportunity to re-build their lives.

The Programme aims to contribute to learning about how change happens in Bangladesh, and to contribute more widely to the international discourse on ‘adaptive programming’ and ‘thinking and working politically’.

### **Objectives and Responsibilities**

As a member of the PROKAS Strategic Management Team, the Communications Specialist will lead the implementation of PROKAS’s communications strategy with two main (closely related) objectives:

- Enhance efforts to achieve the aims and objectives of PROKAS’s partners, working through the various Issue Based Projects (IBPs), by providing support to communications and advocacy initiatives that publicise this work and its successes
- Communicate the lessons from the PROKAS Programme itself, so that knowledge and understanding of the approach taken by the Programme can be shared with donor agencies, CSOs, and other stakeholders

With these objectives in mind, the Communications Specialist will:

- Develop and sustain effective professional relationships with key constituencies (including the media, civil society, NGOs, academia, businesses, government agencies and parliamentarians).
- Support PROKAS and partners in the development of communications and advocacy materials to media, government, parliamentarians, donors and other stakeholders (such as backgrounders, articles, Power Point presentations, reports, brochures, websites, social media, radio/TV & film materials, drama, etc.) that strategically promote and publicise the major issues on which PROKAS’s IBP partners are engaged.
- Identify and manage media training, in collaboration with PROKAS media partners, to increase the media’s capacity to effectively inform public debate on issues with which PROKAS and its partners are engaged, and which will contribute to increased democratic and accountable governance in Bangladesh
- Monitor and analyze current events, including media monitoring, and advise the PROKAS Strategic Management Team on trends, news developments, or changing/unexpected circumstances that may impact on PROKAS work, and help to determine appropriate strategic responses

- Ensure effective knowledge management systems and sharing of resources for both internal and external audiences.

### Management Arrangements

The Communications Specialist will report to the Team Leader. S/he will also play an active role in the Strategic Management Team.

This post is a full-time position. While based in Dhaka, periodic travel to the locations of IBPs, will be required.

### Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Graduate degree in marketing/communications/media and journalism, or equivalent</li> <li>• Professional qualification in digital communications or digital media.</li> <li>• Training/qualification in communications for development or behaviour change communications.</li> </ul>
<b>Knowledge, Experience and Skills</b>	<ul style="list-style-type: none"> <li>• At least 5 years' experience and proven track record of delivery of corporate communications, communications for development, behaviour change communications, media planning, etc.</li> <li>• Strong writing and content creation skills with evidence of creativity and innovation to deliver strategic campaigns.</li> <li>• Experience of reporting on reach and impact through offline and online channels.</li> <li>• Excellent knowledge of digital media platforms</li> <li>• Exceptional attention to detail, ability to work quickly and independently, prioritise, meet strict deadlines, and be flexible.</li> <li>• Excellent written and spoken English</li> <li>• Strong written and spoken Bangla preferred.</li> <li>• Knowledge and understanding about current trends in accountability and transparency in Bangladesh and of best practice elsewhere preferred.</li> </ul>

### Application Process:

Interested applicants are requested to send an updated CV along with a cover letter to PROKAS.Jobs@britishcouncil.org by 11:59 pm, 21 March 2021. Please mention "**PROKAS Communications Expert**" in the "subject" line of your email. Only short-listed applicants will be contacted.

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