

ROLE PROFILE

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| Title | Communication and Advocacy Specialist |
| Functional Area | Communications |
| Reports to | Communication Manager with matrix relation with Head of Cox’s Bazar & CHT Programme  |
| Location | Ukhiya, Cox’s Bazar | Travel required | Frequent Travel Required to working locations  |
| Effective Date | August 2024 | Grade | C2 |

plan international purpose

Plan International is an independent development and humanitarian organization that advances children’s rights and equality for girls. Plan International envisages a world in which all children and young people realize their full potential, a vision now shared by the 193 Heads of State and Government who adopted the 2030 Agenda for Sustainable Development in September 2015.

We believe in the power and potential of every child. This is often suppressed by poverty, violence, exclusion and discrimination. Its girls who are most affected. Plan International’s new Global Strategy aims to transform the lives of 100 million girls by implementing an integrated programme and influence approach.

‘We will partner to empower girls and young women, to be heard, to live without fear of violence and to achieve their rights’ is Plan International Bangladesh’s Vision for 2030. We have started new country strategy in July 2020 aiming to achieve this exciting and ambitious vision. This would require the organization to have an effective, efficient and committed workforce willing to challenge the prevailing status-quo, engaging men women boys youth people, specially girls and bringing best out of all to create synergy for movement at all levels – from community to national, and beyond.

role Purpose

Plan has responded to the Rohingya crisis across Ukhiya and Teknaf camps to deliver a timely and appropriate (quality and scaled) response to the current crisis. Plan is cognizant that its response should build strong links to the existing programmes in Bangladesh and build on Plan’s experience on refugee responses.

The Communication and Advocacy Specialist will be accountable to the Communications Manager and the Head of Cox’s & CHT Programme through matrix management. The Communication and Advocacy Specialist will work to produce various communications and advocacy products with an understanding of donor trends and peer activities in line with communication and advocacy strategy of Plan International & ECW (30 months project). The deserving candidate will contribute by proposing new approaches towards maintaining and creating image and values of the consortium as a whole. S/he must be a highly motivated individual to communicate across cultures and social strata.

Dimensions of the Role

* Approaches for communication: Develop a harmonized communication strategy for the consortium in coordination and compliant with consortium partner’s communication guidelines.
* Advocacy: Facilitate/Lead the process of developing overall advocacy for consortium
* Coordination and networking: Work closely with advocacy focal points of consortium partners for effective roll out strategies
* Content development: develop infographic, fact sheets, quarterly consortium update, social media content, multimedia content, photo story, video story in coordination with Project, Consortium partners, MEAL and Information management team.
* Media and visibility management: Coordinate with consortium partner’s communication focal to implement project branding plans, contribute to policies and procedures of consortium partners, ECW in order to ensure project branding and visibility at desired level, maintain media relationship, ensure media mobilisation of project activities.

Accountabilities

**Managing and Improving the Communication and Advocacy Outcomes of Plan International Bangladesh**

* Lead collaborative and adaptive approaches to developing new yet effective communication tools.
* Generate content and visibility materials for project
* Monitor adherence to communication guidelines (such as logo, colours, templates, language etc.) and keep track of progress of communication strategy and action plan implementation.
* Identify, prioritize and select/finalize advocacy issue in coordination and consultation with consortium.
* Take lead in the implementation of consortium advocacy plan in coordination with consortium partner advocacy focal point.
* Archiving of communication and advocacy materials for the consortium.
* Develop case stories, photo stories, video stories, ToR, situation report, situation update, press release, designing various creative communication materials on project activities for advocacy and dissemination such as flyer, poster, booklet or any other BCC materials.
* Take lead to prepare high quality electronic and print media communication materials, content for website and social media.
* Network and build relationship with media representatives, reach media houses for project stories to be published/ covered. Coordinate visits and interaction between media representatives.

**Building Capacity of Plan Staff on Communication and Advocacy**

* Facilitating the partner organizations to maintain their social media presence and other digital media activities to profile their works through Plan’s social media platforms.
* Building capacity of Plan International Bangladesh staff and partner organization members on generating social media content, online safety and responsible social media use, preparing ToR, content generation guideline, content templates etc. and orient the relevant staff on these for effective implementation.

**Dealing with Problems:**

* Work in multi-cultural environment, collaborating with consortium members and Plan’s programme team.
* Communicating and sharing ideas and information; able to present information and express opinions confidently to internal and external audiences.
* Able to define work goals and objectives; develop and execute work plans; and contribute to the achievement of work group objectives.
* High level of coordination and negotiation with external stakeholders including partner staff.

**Safeguarding Children and Young People; Gender Equality and Inclusion**

Ensures that Plan International’s global policies for Child Protection (CPP) and Gender Equality and Inclusion (GEI) are fully embedded in accordance with the principles and requirements of the policy including relevant Implementation Standards and Guidelines as applicable to their area of responsibility. This includes, but is not limited to, ensuring staff and associates are aware of and understand their responsibilities under these policies and Plan International’s Code of Conduct (CoC), their relevance to their area of work, and that concerns are reported and managed in accordance with the appropriate procedures.

Key relationships

**Internal:**

* Explore communication with Head of division, Cox’s & CHT Programme, EiE Technical Lead, Cox’s Bazar, Programme Manager, Ukhiya and Manager Consortium Lead to ensure required support on timely basis
* Regular communication with Communication Department of country office for getting necessary support as required
* Ensure effective Communications with team members of projects to produce visible materials for individual project needs

**External:**

* Communicate with education Sector Representatives, Cox’s Bazar, Relevant Government departments (DC, RRRC, DPEO, UNO & CiCs) Local CSOs, Networks and Local Media (Press Club, Online & TV channel, newspaper) considering communication and advocacy aspect
* Communicate with Consultants and Vendor as per requirements to complete administrative work
* Communicate with PNGOs for their capacity building

Technical expertise, skills and knowledge

**Essential**

* Minimum Masters level educational qualification in Journalism /development studies/social studies or any relevant subject.
* 2 to 3 years’ experience in relevant field of work, e.g. communication, journalism, Information management, public relations, media, advocacy.
* In-depth understanding of the humanitarian architecture, approaches and tools.
* Clear understanding and sound knowledge of communication and media fundamentals.
* Knowledge and understanding of Plan International’s vision, mission and values.
* In-depth understanding of Education, Education in Emergency & Child Protection will be an advantage.
* Critical thinking, analysis and reporting
* Story writing, report writing, photography, videography, basic designing, social media content development
* Understanding on brand management, quality checking, vendor management
* Managing work relationships (internal/external)
* Communicating, one to one & in groups, written & verbal, presentations and reports in English; knowledge of Bangla would be necessary;
* Facilitation, negotiation and networking
* Persuasion and ability to influence.
* Ability to represent the organization at key external and internal events when required.
* Ability to use basic office electronic equipment & computer applications
* Strong interpersonal skills and ability to interact successfully with diverse personalities and work styles.
* Ability to work independently and strategically as well as collaboratively across teams
* Ability to do multitasking and meet deadlines
* Ability to extend time bound support during emergency and crisis
* Fluency in English and Bangla written and spoken. Understanding and speaking local language of Cox’s Bazar or Chittagong is an advantage.

**Desirable**

* Graphic designing and editing
* Media Relationship (Local, national and Global) and external networking
* Skills in event planning and management
* Additional qualification in animation is an advantage

Plan International’s Values in Practice

We are open and accountable

We create a climate of trust inside and outside the organisation by being open, honest and transparent. We hold ourselves and others to account for the decisions we make and for our impact on others, while doing what we say we will do.

We strive for lasting impact

We strive to achieve significant and lasting impact on the lives of children and young people, and to secure equality for girls. We challenge ourselves to be bold, courageous, responsive, focused and innovative.

We work well together

We succeed by working effectively with others, inside and outside the organisation, including our sponsors and donors. We actively support our colleagues, helping them to achieve their goals. We come together to create and implement solutions in our teams, across Plan International, with children, girls, young people, communities and our partners.

We are inclusive and empowering

We respect all people, appreciate differences and challenge inequality in our programmes and our workplace. We support children, girls and young people to increase their confidence and to change their own lives. We empower our staff to give their best and develop their potential.

Physical Environment

This position will be based at Cox’s Bazar with frequent field work in camp and host communities in Ukhiya upazila under Cox’s Bazar district.

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 ✓**