
Job description

The Communication Specialist will lead, support and facilitate the review and/or development and ensure quality control of communication materials production and dissemination. S/he will facilitate implementation and monitoring of the project communication strategy in close collaboration with the entire GPLP team and external agents as appropriate. The Communication Specialists will support the Project in representing the project in various visibility / publicity events.

A) Definition of tasks

Job title: Communication Specialist; Grain Post Harvest Loss Prevention Project (GPLP)

Employment rate: 100%

1) Organisational integration

Organisational unit	GPLP, Tanzania
Staff category	Knowledge and Learning
Location	Dodoma

2) Reporting

Reporting to	Project Manager GPLP
Direct superior of	Non
Acts as deputy for	
Will be deputized by	PO – Awareness building and training.

3) Overall targets

A	Review, develop and lead the implementation of project communication strategy
B	Facilitate the production of various communication materials
C	Facilitate effective dissemination of communication materials and knowledge management
D	Build the capacity of project and partner staffs on effective communication

4) Main tasks

A	Review, develop and lead the implementation of project communication strategy <ul style="list-style-type: none">• Lead the process of assessing the project communication needs across all intervention clusters targeting different audiences (government leaders, partners/market actors, extension officers, local (VICOBA) facilitators, artisans and farmers).• Develop communication plan clearly identifying the type of media and materials, target audiences (including women and illiterates) and dissemination plan• Monitor implementation of the communication strategy and assess its effectiveness by regular monitoring, evaluation and feedback from the users• Contribute to project planning processes to ensure integration of communication strategy in the project plan• Facilitate review of the communication strategy of GPLP on regular basis and update with participation of GPLP team
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	<ul style="list-style-type: none"> • Ensure SDC and HELVETAS corporate identity are correctly and consistently used in all communication materials (including but not limited to: Leaflets, Newsletters, Reports, Banners, Researches, Promotion Materials (audios, video, Websites, etc.). •
B	<p>Facilitate the production of various communication materials</p> <ul style="list-style-type: none"> • Lead & coordinate the process of developing, designing and testing of various communication materials (including audio-visual) as per the communication plan • Work with mass media instruments in designing mass media programs (radio/TV) aimed at increasing public awareness on PHL/PHM, promote PHTs and influence better PHM policy and business environment. • Collection of project information including photo and video clips to communicate, interactions with media. • Maintain and regular update of GPLP web page and Facebook page . •
C	<p>Facilitate effective dissemination of communication materials and knowledge management as per the communication strategy</p> <ul style="list-style-type: none"> • Monitor the use and impact of communication materials disseminated • Monitor forums, social media sites, product review sites and the press to assess attitudes about GPLP and other actors working on post-harvest. • Facilitates knowledge capitalization, capture key milestones of the project and dissemination information through different knowledge products e.g. snippet, leaflet, article, blog, utilize both print and non-print media (including web page). • Actively participate and contribute in knowledge platforms of HELVETAS Swiss Intercooperation (Pamoja) or others; • Develop media narratives and coordinate with media outlets to get coverage in traditional and social media. • Work in collaboration with project officer, M&E in contributing towards fostering an environment of continuous learning and growth through regular documentation of Lessons Learned, Success Stories and Case Studies. • Facilitates knowledge exchange across the thematic area and other relevant projects in Tanzania. •
D	<p>Build the capacity of project and partner staffs on effective communication</p> <ul style="list-style-type: none"> • Provide communication related technical support to GPLP staffs (and partners) in order to ensure effective delivery of the communication strategy. • Support the policy dialogue and exchange with governmental and non-governmental organizations. • Facilitates knowledge / learning dissemination through different products e.g. snippet, leaflet, article, blog, utilize both print and non-print media (including web page). • Ensure staffs are using efficient digital filing system. And provide advice to do so, when necessary. • Coach the GPLP team on the use of Pamoja and provide them with training on Best Practices on Power Point Presentation narratives, design and preparation for the events.

B) Competency profile

1. Basic education

Mandatory	<ul style="list-style-type: none"> • Minimum Bachelor degree in Journalism, Mass Communication, Public Relations, Marketing, Business Administration or other related field.
Optional	<ul style="list-style-type: none"> • Post graduate diplomas/degree in any of the mandatory relevant field including IT and

Graphic Design

2. Further training or specific skills

<p>Mandatory</p> <ul style="list-style-type: none"> • Proven ability to design/write and edit a wide range of materials including speeches, leaflets, briefing papers, web pages, press releases, newsletters and in-depth reports • Proven experience of preparing and 'selling' stories for publication to secure coverage • Ability to use digital media, such as web, email and social media, to influence and build support (experience of working with html/content management systems is desirable) • Experience of developing and delivering high impact powerpoint presentations • Excellent written and presentation skills in English and Swahili • Ability of interaction and manage media stakeholders
<p>Optional</p> <ul style="list-style-type: none"> • Journalistic skills • Experience of film production is desirable. • Knowledge of MSD

3. Professional experience

<p>Mandatory</p> <ul style="list-style-type: none"> • Minimum 5 years of professional experience, of which at least 3 years in communication role.
<p>Optional</p> <ul style="list-style-type: none"> • Working experience with INGOs or donor funded project as communication Specialist • Field Work Experience in rural outreach

4. Methodological and/or leadership competencies

<p>Mandatory</p> <ul style="list-style-type: none"> • Assertive leadership style, ability to motivate and coach colleagues • Good organizational skills, • Proven competencies for relationship management

5. Social and personal competencies

<ul style="list-style-type: none"> • Ability to maintain and strengthen relations with press, government, producer groups/associations, partners, consumers and stakeholders representing the HIS interest. • Shares HELVETAS Swiss Intercooperation value system • Team player • Motivated, active and enthusiastic, • Ability work under pressure yet deliver on time with accuracy • Promotes gender and social equity • Willingness and ability to travel into fields
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6. Languages

<p>Mandatory</p> <ul style="list-style-type: none"> • Excellent command over written and spoken English and Swahili
<p>Optional</p> <ul style="list-style-type: none"> • German, French

7. IT skills

<p>Mandatory</p> <ul style="list-style-type: none"> • Proficiency in Microsoft Office Products (Word, Excel, PowerPoint; Outlook) • Experience with new media (webpage management, social networking/reporting tools, online collaboration tools) • Experience in graphic design
<p>Optional</p> <ul style="list-style-type: none"> •

Signatures:

<p>Position holder: ...</p> <p>Date</p>	<p>Signature:</p>
<p>Direct Superior: ...</p> <p>Date</p>	<p>Signature:</p>