

**SCOPE OF WORK  
COMMUNICATIONS MANAGER**

1. Job Title	Communications Manager
2. Job Location	AVC Dhaka Office
3. Supervisor	Chief of Party
4. Supervisee	Communication Specialist

**Purpose Description**

DAI, an international consulting firm based in the United States, is currently accepting applications from candidates for a Communications Team Leader position to support the U.S. Agency for International Development (USAID) Agricultural Value Chains Project in Bangladesh (AVC). To ensure improved food security in Bangladesh, AVC is working with local businesses and organizations to strengthen agriculture value chains in Feed the Future (FtF) regions of Bangladesh. The goal of this project will be achieved through broad-based economic governance, which enhances long-term food security by applying a market systems approach. The project will target 20 districts comprising the Southern Delta.

The Communications Manager will be responsible for developing and implementing a rapid six month highly effective communications strategy in collaboration with the Chief of Party and Deputy Chief of Party. He or she will guide the Marketing and Communications Team to investigate and document significant changes in the lives of farmers as a result of AVC interventions and communicate these findings through multiple channels to a variety of audiences (government, private sector, USAID, development community, etc.) in a way that people fully appreciate the innovative work done by AVC in market systems development and grasp the results achieved as well as the underlying changes in the system producing these results. The content of the work will seek to uncover significant behavior changes among diverse market actors associated with AVC interventions including shifts in underlying perceptions, norms and the formation of new social and business networks—in other words significant changes in the way business is conducted. The skills of investigation and verification will be applied to these journalistic endeavors. The Communications Manager will guide the Communication Team and coordinate closely with the Market Systems Team and the Knowledge Management Team to ensure consistent messaging with implementing partners.

**Main Roles and Responsibilities**

- Working in coordination across functional teams develops and implement a communications plan including but not limited to:
- Lead Communications team in the production of a final communication plan within the first two weeks.

- Mentor and guide Communication team in writing and other media products.
- Oversee as well as produce regular in-depth articles on specific AVC interventions and resulting behavior changes and the reasons underlying these changes.
- Develop an effective distribution strategy for each type of output based on audience and appropriate channel.
- Recommend and carry out ways to leverage public relations to raise the profile of AVC and USAID in Bangladesh. Prepare quarterly reports and participate in quarterly portfolio review processes.
- Assist as needed in writing and editing USAID quarterly and final reports
- Participate in field travel especially in the Southern Delta region.
- Ensure compliance to all AVC policies and procedures.
- Other appropriate duties as required by Chief of Party

## **Requirements**

### **Essential -**

- At least 10 years professional experience in English language journalism or related employment.
- Proven track record in writing articles against tight deadlines.
- Superior communications skills, strong ability to write and edit a wide range of communications materials
- Good interpersonal skills; high energy, self-starter with strong team-oriented spirit
- Creative and able to think outside the box
- Excellent team leadership skills
- Highly organized with the ability to work independently and prioritize with particular attention to details
- Proven skill in presenting papers and research findings to large audiences.
- Strong internalized values and ethical standards.

### **Desirable -**

- Master degree in Communications or other Social Sciences
- Knowledge of research methods and case studies
- Experience in photography and graphic design.
- Well-read in social sciences and systems theory