

**SCOPE OF WORK  
COMMUNICATIONS SPECIALIST**

1. Job Title	Communications Specialist
2. Job Location	AVC Dhaka Office
3. Supervisor	Communication Manager
4. Supervisee	N/A

**Purpose Description**

DAI, an international consulting firm based in the United States, is currently accepting applications from candidates for a Communications Specialist 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 Specialist will be responsible for framing, organizing and writing a regular series of articles, news briefs, blogs and special interest stories related to AVC activities and highlighting significant behavior changes and benefits accruing to farming households as a result of these interventions. He or she will develop these articles with guidance from the Communications Team Leader and Chief of Party. The content of the writings 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 ground-truthing will be applied to these journalistic endeavors. The Communications Specialist will 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 develop and implement a communications plan including but not limited to:

- Produce Biweekly USAID formatted success stories
- Produce regular (at least monthly) indepth articles on a specific AVC interventions and resulting behavior changes and the reasons underlying these changes.
- Produce a series of analytical case studies that are evidence driven and draw critical lessons from AVC work.

- Develop a clear 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 management

## **Requirements**

### **Essential -**

- At least 5 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
- Highly organized with the ability to work independently and prioritize with particular attention to details
- Skill in presenting papers and research findings to large audiences.
- Practical experience using computers and standard software like MS WORD, Excel, Power point, etc.
- 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