

SCOPE OF WORK
COMMUNICATIONS MANAGER

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| 1. Job Title | Communications Manager |
| 2. Job Location | AVC Dhaka Office |
| 3. Supervisor | Chief of Party |
| 4. Supervisee | Will lead and manage the AVC Communications team |

Purpose Description

DAI, an international consulting firm based in the United States, is currently accepting applications from candidates for a Communications Manager 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. S/he will guide the 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 well communicates the innovative work done by AVC in market systems development. 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 Consultant will manage the Communications team and coordinate closely with the Market Systems team and the Knowledge Management team to ensure consistent messaging with implementing partners.

I. 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 design and production of 6-month communications plan while also producing/writing communications publications individually.
- Write, edit, and publish focused and targeted publications for USAID and US government entities utilizing appropriate templates and formatting.
- Mentor and manage Communications team, including consultants, in producing contents across various USAID and other platforms using mediums such as case studies, success stories, newsletters, articles, infographics or audiovisual contents.
- Leverage print and television media, and public relations to broadcast AVC’s successes and lessons learned
- Manage publication and promotion of AVC materials, including editing, design and printing
- Coordinate and moderate Knowledge dissemination workshops with key stakeholders on AVC’s lessons learned
- Oversee AVC reporting schedule and contribute to USAID quarterly and final reports

- Participate in quarterly portfolio review processes in collaboration with the Knowledge Management team.
- Develop Manage contents of the AVC Website and Social Media
- Plan and Prepare AVC's participation in USG and USAID promotional activities
- Participate in field travel especially in the Southern Delta region.
- Ensure compliance to all AVC policies and procedures
- Other appropriate duties as required by project

II. Knowledge Management and Teamwork Roles and Responsibilities

- Support Knowledge Management team in KM contents and documentation, project impact assessment, case studies, documenting most significant changes
- Engage and facilitate team work in the technical and operational aspects of the job
- When appropriate produce research papers designed to shape the dialogue on systems issues related to the application of market systems approaches and this role in AVC
- Participate in systems workshops and meetings and represent AVC at relevant conferences
- Actively share your knowledge and skills with other team members via sharing, exchanges and trainings.

III. Education, Experience and Skill Requirements

Education/qualifications:

- Master's degree or equivalent in a relevant discipline such as Development Studies, Social Sciences, Media Management or Marketing

Experience:

Essential -

- At least 10years' experience in development programs, preferably with a specific focus on communications, market development, business development services, or value chain improvement;
- Donor report writing, editing, documentation, pre-press jobs and content management

Desirable –

- Demonstrated experience designing and leading communications and outreach strategies utilizing multiple media platforms including print, audio-visual content, social media and web content;
- Prior experience on USAID or other donor-funded projects is highly advantageous;

Skills:

Essential -

- Excellent communications skills in both English and Bangla
- Analytical and writing skills
- Excellent interpersonal skills
- Leadership and management
- Effective learning and sharing
- Use of MS Word, Excel, and PowerPoint

Desirable -

- Prior knowledge and exposure to a market systems approach, or value chain analysis
- Ability to facilitate stakeholder workshops and knowledge dissemination events
- Making presentations to small and large groups
- Skilled in using graphic editing software like Adobe Illustrator for creating basic infographics, layouts, etc.