

SCOPE OF WORK

COMMUNICATIONS OFFICER

1. Job Title	Communications Officer
2. Job Location	AVC Dhaka Office
3. Supervisor	Communications 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 Officer 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 Officer will support the AVC's communications team in implementing the strategy including but not limited to USAID reporting, branding, and internal and external communications. S/he will support 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 team work via 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.

I. Main Roles and Responsibilities

Working with the Communications Manager to implement AVC's Communications strategy:

- Work with the AVC Communications Manager to maintain AVC's internal and external communications
- Create and edit communications materials (success stories, blogs, articles, newsletters, infographics, audiovisual contents, social media and web contents) to regularly communicate AVC's work with USAID and other key stakeholders
- Support the Communications Manager in managing publication and promotion of AVC materials, including editing, design and printing
- Support in organizing high profile events such as knowledge dissemination workshops with key stakeholders including USAID
- Assist in writing and editing USAID quarterly and final reports, weekly updates, or any other kinds of reports as necessary by the project
- Support and participate in quarterly portfolio review processes
- 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 as guided by the Communications Manager
- When appropriate participate in writing research papers designed to shape the dialogue on systems issues related to the application of market systems approaches
- Participate in workshops and meetings and represent AVC at relevant conferences
- Actively share knowledge and skills with other team members via sharing and exchanges

III. Education, Experience and Skill Requirements

Education/qualifications:

- Bachelor degree in a relevant discipline such as Media and Communications, Development Studies, Humanities, Social Sciences, or Marketing

Experience:

Essential -

- At least 2-year experience in development programs, preferably with a specific focus on communications, market development or business development services
- Experience in writing articles/research papers/reports, editing, documentation, pre-press jobs and content management

Desirable –

- Experience in utilizing multiple media platforms including print, audio-visual content, social media and web content;

Skills:

Essential -

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

Desirable -

- Proficiency in using graphic editing software like Adobe Illustrator for creating basic infographics, layouts, etc.
- Creative thinking in producing interesting communications materials to communicate AVC's innovative work with Bangladeshi youth, development practitioners and donors