



Job Description

Country	Somaliland
Project Holder	Ministry of Planning and National Development
Project	JSC – Communication Strategy Implementation
Fund	Somaliland Development Fund Phase 2
IFA Title	SDF2 Communication Specialist
Reporting to	Minister of Planning and National Development & SDF2 Fund Manager
Duration	12 months renewable contract based on performance
IFA No.	P101-059 _____

1. Background

The Somaliland Development Fund (SDF) was established in 2012 to provide a single vehicle through which development partners could support Somaliland's development goals. The first phase of the SDF was implemented in 2013-2017 and supported the Government of Somaliland (GoSL) filling a critical gap through funding projects that are fully aligned to the National Development Plan (NDP) while at the same time recognizing the role of GoSL in the delivery of basic services.

The Somaliland Development Fund – Phase 2 (SDF2) covers the period 2018-2024. SDF2 is conceived as an inclusive economic development programme. It supports the GoSL in delivering infrastructure that is relevant for inclusive economic development. It focuses on sustainable investments that spur job creation and fast growth, while at the same time laying the foundation for long-term resilience and development, leading to a more stable and peaceful Somaliland. SDF2's ambitions are fully aligned with government priorities as defined in Somaliland's second National Development Plan (NDP2 – 2017-2021) and reflect the priorities set out in Somaliland Vision 2030. The Fund Manager is responsible for the day-to-day management and administration of the Fund.

The objectives of the SDF2 are threefold:

- Support increased inclusive economic growth through investment in productive, strategic infrastructure to enhance economic growth and revenue generation.
- Strengthen and maintain the capabilities of the government of Somaliland to prioritize and manage the sustainable and equitable development of Somaliland's infrastructure.
- Support strong government ownership of development priorities aligned with the National Development Plan.

2. SDF Communication Strategy

The SDF has allocated funds to support the implementation of the SDF2 Communication Strategy. The SDF2 Communication Strategy provides the overall framework for strategic communication for the second phase of the SDF. The strategy provides a blueprint for how effective communication and awareness creation on SDF-supported projects and activities shall be achieved. It provides the overall strategy, how the strategy will be implemented, the work plan, and how effectiveness of communication will be measured. The overall objective of the Communication Strategy is to demonstrate how SDF supports government initiatives designed to stimulate inclusive economic and social development for all citizens and enhance the state-citizen social contract.

The key messaging for all SDF communications will be: “Well planned development investments help all Somalilanders live securely and prosper.” The messaging for SDF will also be focused on how SDF delivers inclusive and sustainable investments. Communication will tell the story about how SDF is supporting the Government’s capacity to implement the NDP2 sector priorities focused on equitable access to services increased resilience against climate change and social and economic inclusion.

The Communication Strategy has three main objectives:

1. Demonstrate how SDF-supported investments deliver inclusive sustainable economic growth.
2. Disseminate practical information about how each SDF project works and how each project contributes to the NDP2.
3. Demonstrate how the SDF contributes to inclusive economic growth for Somaliland and enhances the state-citizen social contract.

The Communication Strategy will also incorporate important underpinning principles and customize messages for themes such as GESI, conflict sensitivity, environment and climate change, accountability and transparency; through ensuring voices and images of all SDF messages are gender equitable and socially inclusive, data disaggregated and targeted to the relevant audience. The Communication Strategy has been formulated to include a mix of long- and short-form communications, project communications, and SDF learning.

The implementation and delivery of the SDF Communication Strategy will be supported by a full time Communication Specialist who spend half of their time at the Ministry of Planning and National Development and the other half at the SDF Secretariat.

3. General Description of the Role

The Communication Specialist will be responsible for operationalizing the SDF Communication Strategy through planning, designing, and implementing communication activities on a monthly, quarterly, and annual basis. S/he will draft information, content and/or products for public access, create and maintain public information systems (such as Facebook, public website, Twitter etc.), participate in (preparation of) procurement of media firms and oversee their implementation, act as a writer/editor for the Fund as needed and fulfil requests for information from the media and public. The Communication Specialist will be expected to work closely with relevant Ministries, Departments and Agencies (MDAs) implementing SDF-funded projects.

4. Main Responsibilities

The Communication Specialist will support the Ministry of Planning and National Development and the and the SDF Secretariat in delivering the SDF2 Communication Strategy, and will specifically:

4.1 Overall

- Support the development of detailed work plans for communication products and ensure that plans are effectively implemented;
- Ensure communication activities are timely and implemented at the highest technical standards;
- Ensure that the communication activities are implemented in compliance with the approved SDF2 procedures;
- Ensure consistent branding across all products;
- Any other tasks as assigned by the Minister of Planning and the SDF Team Leader.

4.2 Production of communication materials and media relations

- Develop monthly, quarterly, annual production work plans with clear timelines, milestones, and deliverables and seek input from relevant stakeholders;
- Coordinate with the relevant Ministry of Planning, SDF Focal Point, SDF Secretariat staff, project staff, and where appropriate implementing partners, to draft briefing/publicity materials including fund/project fact sheets, success story one pagers, leaflets, magazines and sector summaries, in accordance with the work plan and at request of the Government or development partners;
- Draft and review communications following Joint Steering Committee and other meetings, as well as SDF Secretariat letters and emails when requested;
- Prepare and update a standard information package on the Fund activities for briefing and distribution to the public and media;
- Write press releases, speeches and talking points as requested;
- Organize briefings for media, press conferences, and develop a communication plan for any other relevant event;
- Review the daily press for development topics and SDF news and forward to Minister of Planning and the SDF Fund Manager;
- Monitor emerging crises and advise both the Minister of Planning and the SDF Fund Manager on how to approach communication in order to mitigate the identified issue(s);
- Review the design of the SDF website and coordinate with the SDF Project Manager on potential changes as well as uploading of communication materials;
- Solicit input from the project teams to help establish and maintain a digital database of project lists, photo archives, presentations, site visit kits, press kits, etc.;
- Manage, organise and update a photo library, ensuring a selection of high-quality photographs with appropriate content are available for reporting and public information needs;
- Organize outreach materials to ensure there are enough products on hand to be responsive to requests for information;
- Assess effectiveness of communications across the different media strands through usage of online tools, limited perception surveys, community meetings, broadcast audience data from broadcasters.

4.3 Technical production oversight

Pre-production stage

- In line with the developed work plan, lead the tasks of drafting and finalizing of communication contents including, but not limited to, story board development, screen play and script writing, synopsis development, radio and TV magazine production, and human-interest stories as well as key message for Social Media platforms;
- Develop appropriate and clear messages for target audience and the public;
- Identify short/long term communication opportunities and challenges for the Fund and propose timely and appropriate reactions.

Production stage

- Support commissioning of external media production partners and be responsible for overseeing their production to ensure accuracy and delivered on time;
- Support the production partners/firms with interviews (both in audio and video formats as per need) in the studio or in the field, including with preparations of questions, conducting interviews, and lighting and sound engineering;

- Review communications products including video, radio, and print materials produced by the production partners.

Post-production

- Ensure that products are packaged in a professional style with enhanced quality before disseminating to the audience;
- Ensure proper and timely dissemination of information products is carried out to achieve the intended purpose;
- Develop tools and systems to evaluate aired products and collect feedback of audiences on a regular basis;
- Incorporate the draft and final communication and information products in the digital library.

4.4 Capacity Development

- In consultation with the Minister of Planning or his designate and the SDF Fund Manager, develop and implement a capacity development plan for building the capacity of the staff assigned by the Ministry to work with;
- Provide on-the-job coaching and training to assigned staff various aspects of media production as per this ToR; and
- Support performance review and appraisals for production team assigned to work with by Ministry of Planning.

5. Deliverables

- Monthly communication update report;
- Quality communication products as per the workplan.

6. Relations

The Communication Specialist will work under the overall leadership of the Minister of Planning and National Development and SDF Team Leader/Fund Manager. The holder of the position will also work closely with:

- Relevant Ministry of Planning designated staff
- SDF Focal Point
- SDF Secretariat Deputy Team Leader – Projects
- SDF Secretariat Monitoring and Evaluation Manager
- Project Management Teams

7. Performance evaluation and contract extensions

- The first 3 months of the assignment will be a probation period and contract extension will only be possible depending on satisfactory performance.
- Key performance targets will be agreed for the probation period and every six months after the probation period before the contract is signed off;
- Performance objectives and individual deliverables will be evaluated by Minister of Planning and National Development and the SDF2 Secretariat every 6 months and contract extensions are based on satisfactory performance only.
- Performance appraisal will be conducted every six months and will be based on agreed performance targets. This will be signed off by both the Minister of Planning and the SDF2 Secretariat Fund Manager.

8. Timing and duration

The expected duration of the assignment is 36 months. Contracts will however be issued on annual basis (12 months). A working week for this assignment will run from Sunday to Thursday (5 days)¹.

9. Required qualifications, skills and experience

Qualifications, skills and experience

- A minimum of a Master's degree or equivalent in communications, journalism, public relations, social sciences, international relations;
- At least 7 years' experience in working in mass media, development communication journalism and multimedia production in at national and international level;
- Minimum 4 years of experience in dealing with communications in/ for the public-sector institution or non-profit organisation or large donor funded programme;
- Proven ability to develop approaches and materials for diverse target audiences, including messaging on culturally sensitive issues;
- Experience in drafting newsletters, managing of information for websites, and/ or drafting annual reports in the English language;
- Ability to work under pressure with tight deadlines in a multicultural environment, including the ability to integrate feedback of team members and stakeholders;
- Demonstrated excellent command of spoken and written English; and
- Proven facilitation, analytical and report writing skills.

NB. As a part of the selection process, the Communication Specialists candidates will be requested to provide examples of verifiable project reports from their most recent or relevant assignments. Links to reports which are available online can be provided as a part of the application.

10. Payment

- A monthly salary will be paid to the candidate upon submission of time sheets and invoice approved by the Minister of Planning and endorsed by the SDF Team Leader; and
- Any other allowance will be in line with the Project Management Teams terms and conditions of service.

11. How to apply

Interested candidates should send their application (cover letter and CV) to the Somaliland Development Fund Secretariat through e-mail jobs@sdf-secretariat.org. Candidates should indicate in their cover letter how they fit the criteria outlined in the advert. All applications must be received by **20 July 2020 at 1600hrs East African Standard Time**. Applicants should clearly indicate the position they are applying for in the email subject line. The position JD can be accessed on the SDF website through the link <https://www.somalilanddevelopmentfund.org/opportunities-open>.

Any attempt by a candidate to influence the outcome of the recruitment process in any way which can be interpreted as canvassing will lead to automatic disqualification from being considered for this position.

This role is open to Somaliland nationals only.
Women candidates are strongly encouraged to apply.

¹ This schedule may change depending on the work schedule for the Communication Specialist agreed between the Minister of Planning and SDF Fund Manager