

Terms of Reference (TORs)
Media & Communication Specialist
Sindh Resilience Project (PDMA Component)
Provincial Disaster Management Authority (PDMA)

Title of Position: Media & Communications Specialist

Background:

The geographic location and climatic conditions of the Province of Sindh render it vulnerable to various natural disaster incidents. These include floods (urban, revering and flash floods), cyclones, earthquakes, heat waves, droughts, wind storms, tsunamis and sea intrusion. In addition, the geography, topography, nature of economy, rapid urbanization and high population levels exacerbate Sindh's vulnerability to natural disasters. Massive damages and losses could have been largely averted or reduced if disaster risk management (DRM) approaches had been enacted by the Government and disaster risk reduction (DRR) measures had been integrated into physical, social and economic development.

Since the late 1990s, there has been increasing recognition of the need to focus on disaster risk reduction and capacitating Disaster Management Authorities by both government and donors. Pakistan has a comprehensive National Disaster Management Plan (2013-2022) that places capacity building of DMAs high on the agenda.

With the financial support from the World Bank, PDMA Sindh is implementing a five years project, titled "Sindh Resilience Project" (SRB). The project aims to strengthen Government of Sindh's capacity to manage risks from natural disasters and climate change, and to improve resilience of communities and economic assets in the province to flood and drought events

Duty Station: Karachi

Reporting: The Media & Communication Specialist shall report to the Project Director and any official designated by the Project Director:

Scope of Work: The Communications expert will be responsible for building the communication strategy for PDMA and develop capacity of PDMA and DDMA's in the area of information management and communications. Specifically, the expert would be responsible for the following tasks:

- Formulating communications strategy, followed by development of an action plan for PDMA and DDMA's.
- Support and guidance to the preparation of annual IT & communication plans and budgets
- Planning and implementation of campaigns on all medium of communication
- Support in preparing and managing contracts with advertising agencies

- Support in identifying success stories and other themes that can be used in communication campaigns
- Proofreading and fine-tuning of texts and materials to make them understandable and interesting to the targeted audiences
- Support and coordination in identifying and testing messages
- Support to monitor and evaluate the results of activities carried out
- Coordination and communication with media
- Promotion of discussion on issues related to DRM
- Training of selected staff in use of software related to image and text manipulation
- Management of PDMA and project web site
- Write blogs, social networks and news aggregations
- Manage social media channels
- Drafting of monthly, quarterly, bi-annually and annually reports of the project
- Perform other related duties as required by PD/DPD within the Communications expert's area of technical competence

Duration: 12 months (Extendable)

Qualification and Experience:

- Masters in Communications / Journalism or a related discipline from recognized University
- A minimum of five years of experience as communication / other related field.
- Experience of public sector and donor funded projects is highly desirable.
- Demonstrated interpersonal and presentation skills.
- Proven ability to work in a collaborative, team environment.
- Written and oral fluency in Urdu and English. Fluency in local languages would be an added advantage.
- Excellent IT and report writing skills.

In case of selection of departmental officer, the appointment will be made by transfer. Only the candidates having clear service record along with NOC from the current employer will be considered for short listing

Salary and Benefits:

- Market based competitive salary (lump-sum with no other benefits) based on qualification and experience will be offered.