Terms of Reference

Communications Manager

Market Development Facility (MDF)

Position Title: Communications Manager

Duration: Full time position, beginning December 2014

Reports to: Team Leader

Location: Dili, Timor-Leste

DFAT Adviser Remuneration Framework Classification: B2

Contract term: 20 months

The Market Development Facility (MDF), an Australian Government funded initiative, aims to:

- Create additional employment and income earning opportunities for poor women and men through broad-based and sustainable pro-poor growth;
- By making rural and urban sectors of the economy in which the poor are involved as producers and workers, more competitive and making them grow;
- By trigger lasting, 'systemic' changes in the markets systems around these sectors to reduce constraints to growth and to increase their capacity to innovate and deal with competitive, regulatory, social and environmental pressures, so that the benefits for the poor will sustain and expand in time.

The Facility is committed to implementing a systems approach to stimulating pro-poor growth:

- Rather than working with the poor directly, the Facility will seek to develop partnerships with players in the private and public sector with the ability and leverage to trigger lasting systemic changes that create broad-based, sustainable pro-poor growth
- With each partner, the Facility will design and negotiate detailed action plans, which include clear financial and resource commitments, to arrive at appropriate, innovative and sustainable solutions.
- Sector players take the lead in implementing and the Facility's role is limited and short-term.

MDF is a multi-country facility, currently operational in Fiji, Timor Leste and Pakistan. In subsequent years, MDF will possibly be operational in an expanding number of countries. Each country will have its own Country Team (CT) on the ground.

A small Core Leadership Team (CLT), led by the Team Leader, works across all MDF partner countries to
ensure uniformity and integration of approach and systems across countries while at the same time providing sufficient operational flexibility for the CTs on the ground. The Communications Manager will be an integral member of MDF’s CLT, working across all MDF partner countries. As such, the Communications Manager will be required to travel extensively to all MDF partner countries.

**Assignment Objectives:**

The Communications Manager is responsible for the quality and frequency of MDF’s external communications with a range of stakeholders and audiences (DFAT, the wider development community, partners and host governments) via a range of communication formats, in print, online and to an extent in real time via social media. The Communications Manager is also responsible for knowledge management with the multi-country facility to ensure that information is properly stored and shared and that lessons are learned across all countries, online and face-to-face. In order to achieve this, the Communications Manager must ensure close coordination of work and messaging with the Country Representatives, the Results Measurement Manager and the Team Leader. Where needed, the Communications Manager will take the lead in the production of content and organizing events to support and not overburden implementation in countries.

**Specific Responsibilities:**

The Communications Manager will oversee the facility’s external communications and internal knowledge management. This includes:

- Under the guidance of the Team Leader, implement and further develop the facility’s external communications strategy, which details the communication formats to be produced for which audiences, keeping in mind purpose and frequency.
- Ensure that all communications material produced, ranging from press releases to country narratives to technical notes to case studies are effective, of sufficient quality, contain correct information and meet DFAT guidelines and procedures.
- Maintain an attractive, fresh, interesting and responsive website and social media presence.
- Lead or support the development of the communications materials, including story identification data collecting, writing, final layout and design – across all countries; where needed edit these materials.
- Support the development of key facility reporting deliverables; format and edit these to ensure the highest level of professional presentation.
- Support Country Representatives in developing and executing country-specific communication plans, including where needed field visits, launches and media events.
- Organize and/or represent the facility in (international) events to increase the facility’s public profile and contribute to international learning; support international representation by staff; maintain a calendar of potential events suitable for economic diplomacy purposes and/or international learning.
- Maintain the facility’s knowledge management system, ‘Mangoapps’.
- Together with all responsible managers, ensure all facility information is stored appropriately, so that a paper trail exists between research, implementation and results/learning in line with the DCED Standard for Results Measurement.
- Promote the circulation of information, experience and lessons learned within the facility online and, if deemed appropriate, face-to-face; support the functioning the multi-country facility as ‘one place’.
Support exchanges between countries and between the facility and other programs as well as placements where needed.

Procure and manage consultants and service providers where required (such as copy editors, photographers, software suppliers, or web developers).

Perform a management / leadership role in the Facility; together with the other facility managers contribute to effective planning, budgeting and implementation of the facility’s approach across all countries.

**Representation:**

- Under the direction of the Team Leader represent MDF appropriately at public events, with partners and host governments, with other stakeholders or within the wider development community.

**Client relationships:**

- Accurately respond to all Team Leader and Head Office requests and queries in a timely manner, normally within one business day.

**Deliverables:**

- All facility communication materials are produced in line with the facility’s communication strategy, are of sufficient quality, contain correct information and meet DFAT guidelines and procedures.
- The facility’s website and social media presence is attractive, fresh and responsive, and represents the facility well.
- The facility is perceived to be active and responsive on the international and local stage; country-specific communication plans are implemented; the facility’s presentation is timely and professional.
- The facility’s knowledge management system is up to date; all information is stored correctly; a paper trail between research, implementation and results/learning is maintained.
- The facility functions as one place; relevant information is circulated; cross-country learning takes place.

**Selection Criteria:**

- Excellent writing skills preferably combined with research skills.
- Experience with designing effective communications formats for print and digital use (in terms of length, content, language, visual presentation etc.), preferably with some experience in international development assistance projects.
- Experience or affinity with website design, social media, graphic design, photography
- Experience or affinity with managing public events
- A degree in the field of international relations/development, communications or marketing, or a related area (or equivalent professional experience in that field).
- Knowledge of the principles of private sector development, or eagerness to learn about it.
- Personal initiative, creativity, and drive.
- Good command of the English language; a native speaker is preferred.
- Good working knowledge of commonly-used software (Microsoft and Adobe suites, web content management systems, MailChimp, MangoApps)
- Willingness to travel extensively for work.