

# Senior Media and Communication Specialist

## Job Description:

<b>Job Title</b>	Senior Media and Communication Specialist
<b>Vacancy #</b>	MBAW-172-17
<b>Location</b>	Kabul
<b>Organization</b>	Citizens' Charter Unit, Ministry of Finance
<b>Job Category</b>	Communication and Media
<b>Type of Contract</b>	Full Time
<b>No of Job</b>	1 person
<b>Experience</b>	5 years
<b>Education</b>	Bachelor in Journalism. Languages and Literature and relevant areas
<b>Nationality</b>	Afghan
<b>Starting Date</b>	As soon as possible
<b>Duration of Initial Contract</b>	1 year with possibility of extension.
<b>Application Deadline</b>	5 <sup>TH</sup> November -18 <sup>th</sup> November 2017
<b>Salary</b>	As per the NTA salary scale
<b>Contract</b>	Will be issued to the winner candidate

### 1) Background

Making Budgets & Aid Work (MBAW) project provides the essential support to the Ministry of Finance to strengthen budget planning, implementation and monitoring processes. In addition, the project promotes the effective use of the national budget as a tool for coordination of international development assistance to the government of Afghanistan through implementing various activities that build on the outputs and outcomes of the project.

The Citizens' Charter is a promise of partnership between the state and communities. It is a foundation stone for realizing the government's development vision. The program is a whole-of-government effort to build state legitimacy and end fragmentation. The Charter is a commitment to provide every village in Afghanistan with basic services, based on community prioritization. A key aspect of the Charter is the use of unified village-level budgeting and financial reporting so that communities can oversee their own development goals, the quality of service delivery, and report grievances. The Charter will promote inclusive development and accountability at all levels. It will give a voice to vulnerable

Community Development Councils (CDCs) are at the heart of the program. The locally elected boards were first established under the National Solidarity Program (NSP). They are tasked with planning, negotiating, and managing development investments. The Councils are trained in financial management and bookkeeping, and in basic principles of transparency, participation, and accountability. Under the Charter, the government will invest to strengthen the capacity and role of CDCs, so they become more inclusive and transparent. The Charter will train CDC members in fiduciary management and participatory planning. Existing *Shuras*, such as health, education, and agriculture committees, will

become subcommittees. They will carry out technical functions and coordinate with line ministries, while providing CDCs with financial and planning information, allowing villages to manage and implement a

single and transparent budget and development plan. Over time, CDCs will take on additional roles where participatory planning can build legitimacy and improve efficiency, such as disaster preparedness and relief; reintegration; linkage to markets; and access to justice. The NPP for Women's Economic Empowerment will use CDCs to introduce small business training centers for poor women.

### **Vision**

The Citizens' Charter aims to build united villages, neighborhoods, cities, that share a common vision for building the Afghan nation.

The heart of the Citizen's Charter is a compact between the Government and the Community Development Councils. In this compact, over the next 10 years the Government will provide communities with the most important services such as drinking water, health, education, electricity, irrigation systems, agriculture extension and roads, In exchange, communities will be honest and transparent in their use of funds, they will ensure that all village men and women benefit from services provided through the Charter, and they will provide security to government workers.

### **Operating Principles**

All Stakeholders in the Citizens' Charter, including CDCs and the government, will be guided by the following principles:

1. Afghanistan's people are the nation's greatest asset and the Government's partner in development
2. Communities are the best placed to identify their own development needs;
3. Everybody in the community should benefit, especially the poor.
4. CDCs and Cluster CDCs will guide development in their communities.,
5. CDCs will maintain public infrastructure
6. Fraud and the misuse of funds can lead to losing funding from the Government
7. Poor men and women will be included in local bodies and activities (CCDCs/ sub-committees; planning, implementation, monitoring)
8. Community Development Plans should take into accounts the needs and problems of women, as well as marginalized and vulnerable groups such as people with disabilities, widows, and the destitute, who are the social and religious responsibility of all Afghans.

### **Job Specification:**

#### **I. Scope of Work**

The Senior Communications and Media Specialist position's scope of work will include the following outputs but is not limited to: assisting The CC ministries (MoF, MRRD, IDLG, MoE, MoPH and MAIL) in the development of an overall communication strategy for the Citizens' Charter; review and development of key products and messages; guidance and capacity building for line ministry staff on

communications (including both communications and non-communications staff); and support to coordinate between the relevant line ministries and World Bank.

## **II. Outputs**

- Supporting IDLG and MRRD to develop a unified communications strategy in coordination with the World Bank and the office of the Minister of Finance
- Ensuring cohesiveness between MRRD and IDLG communications products
- Coordinate closely with key partners in civil society and partner agencies, including media, women and youth organizations, and the Independent General Directorate for Kuchies, and youth organizations
- Input into CC communications products, including written and multi-media, and assistance with development of certain communications products and storylines
- Input into development of specific government and messages for the different project stakeholders (e.g., government, ministries, general public, donors)
- Summary impact assessment of existing communications structures with recommendations on any capacity building, if needed
- Training and capacity building to staff across all relevant line ministries on issues related to communications, including social media ethics, writing skills, etc
- A monthly newsletter / brochure on Citizens' Charter progress, including human interest stories.
- Any other tasks as assigned by MoF Policy Department and the Citizens' Charter Unit

## **III. Qualifications**

- Master's Degree with at least five years of experience or Bachelor's Degree with at least 7 years of relevant experience
- In-depth knowledge of and substantial experience working in Afghanistan
- Excellent inter-personal skills
- Excellent English, Pashto, and Dari skills, written and verbal skills

## **IV. Reporting**

The position will have reporting to the Citizens' Charter Unit Head at the Ministry of Finance.

## **V. Other Skills:**

- Sound political judgment as well as diplomacy, impartiality and discretion and a proven capacity of initiative and autonomy;
- Self-initiative and creativity
- Efficiency and results-orientation in a multi-tasking environment;
- Pro-activeness in acquiring and providing information;
- Public relations, communication and advocacy skills;
- Excellent networking and partnering skills; ability to establish good working relationships with national and local authorities and international interlocutors;
- Capacity to perform effectively under pressure; ability to handle confidential and politically sensitive issues in a responsible and mature manner;
- Cross-cultural and gender sensitivity, diplomatic and protocol competence.

**Submission Guideline:**

- Please send your update resume along with 1 page cover letter expressing your suitability for this position to [mbaw.vacancies@mof.gov.af](mailto:mbaw.vacancies@mof.gov.af) Make sure you mention the VA # (MBAW-172-17) in the subject line of your email.

*Citizens' Charter works to ensure equal participation of women and men across its activities. Qualified female candidates who apply will be given positive preference.*