



دولت جمهوری اسلامی افغانستان
وزارت اطلاعات و فرهنگ

د افغانستان اسلامی جمهوری دولت
د اطلاعات او فرهنگ وزارت



Islamic Republic of Afghanistan
Ministry of Information & Culture
Directorate of Archaeology

REQUEST FOR EXPRESSIONS OF INTEREST

Consultancy Services: Communication Specialist
Duty Station: Kabul

Islamic Republic of Afghanistan
Afghanistan Extractives for Development (AE4D)
Consulting Services: Individual Consultant
Project ID: P159402
Position No. 1
Reference No. (MoIC/AE4D/CT-018-1)

Background:

The Government of the Islamic Republic of Afghanistan has received a grant from the World Bank toward the cost of achieving Afghanistan Extractives for Development. The Project is being implemented through a Program Management Unit (PMU) within the Ministry of Information & Culture. The PMU is now seeking a well-qualified individual's consultant for the position of Communication Specialist.

Job Summary:

Under the Afghanistan Extractive for Development project a large archaeological site dating between the 2nd and 6th century needs to be survey, excavated and recorded within a determined period of time. The Communication Specialist (CS) will work with the PMU and Archaeology Institute of Afghanistan (AIA) to develop Project Communication Plan, project awareness, and trainings for the prioritized activities under the PPG- this will include communication with MoIC, WB, UNESCO and all stockholders including.

The CS will also be responsible to assist PMU and AIA to developed communication and project awareness strategy for Mes Aynak Archaeological Site. This will involve working closely with the project team, local community members and other stakeholders, such as Ministry of Mines, NEPA and MoIC.

Further, the CS will assist collection of project progress reports and will be responsible to developed success stories for each sub-project.

The Communication Specialist would be responsible in developing, managing, co-coordinating, networking, implementing, monitoring, reporting and advocating the MAAP communication strategy associated products and activities on on-going basis with public audiences, with the objective of promoting awareness, understanding and support of the MAAP secretariat and the Multi-sectorial Group (MSG).

The major responsibility of the Communication Specialist is to develop MAAP communication strategy, frequently up-date the strategy, and prepare action plans according to the approved strategy, timely executing the action plan activities. The Communication Specialist is responsible for preparing periodic MAAP progress reports and will report directly to the PMU Project Director and AIA Director. The specific responsibilities of the Communication Specialist contains but not limited to the followings: Mes Aynak

Archeological Project (MAAP), reporting to the Project Director.

Duties and Responsibilities:

- Develop, maintain and update the communication strategy and associated work plan. Strategy and work plan includes: stakeholder assessment and provide trainings based on that; objectives; target audiences; events; trainings; broadcast MAAP messages and media mix; resources; specific actions, activities and monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
- Maintain close collaboration with MAAP International and National Site staff for effective overall coordination.
- Ensure that the PMU office has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the message of MAAP's cooperation to a wider audience.
- Identify, develop, distribute and evaluate variety of MAAP public outreach materials in multiple, appropriate formats (Press releases, Brushers, Flyers, Reconciliation Reports and feature stories etc). Ensure or enhance the quality, appropriateness of MAAP specific communication materials, activities, processes and messages transmitted to the press, MSG and public.
- Monitor and evaluate the use and effectiveness of media materials and share results and findings.
- Develop and deploy MAAP office communication capacity to gather/facilitate the content and coverage of relevant MAAP efforts. Use the opportunity to identify/highlight effective programme activities and results.
- Develop an action plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met.
- Support communication activities through knowledge management, information exchange and capacity building of the MAAP communications team. Enable appropriate advocacy and communication training, access to information, and developing training and orientation material.
- Responsible to present MAAP to the relevant meetings and while bringing new stakeholders onboard.
- Sharing collaborative case studies, audit findings, issues, policy analysis results and other research that informs policy of critical issues in MAAP's thematic areas in terms of transparency, accountability and service delivery
- Act as media spokesperson in line with the aims and objectives of MAAP; and the developed communication plans to ensure optimal media exposure and proper information dissemination.
- Productive interaction with ESEs, Private Sector and Government and other relevant stakeholders to deliver compelling messages and provide a mechanism for feedback to MAAP
- Design/prepare professional communications materials, including press releases, information kits, workshop materials, talking points, speeches, brochures, scripts, and other related materials with the aim of achieving the set objectives of MAAP
- Ensure the quality of the communication material; and make sure that the MAAP website and other Social Media activities are always up to date.

- Conduct media campaigns on the MAAP to the public
- Guide all 3rd party consultants (and donor organization) assigned to MAAP on communications/stakeholder management matter
- Participates and assist Environmental and Social Expert in public consultation meeting.
- Able to Update AIA, MoIC web sites,
- Any other job related tasked assigned by the direct supervisor.

Qualifications:

- Bachelor Degree in Journalism, Social Media, General Sciences, or any other relevant field
- With Minimum of 5 years working experience in the field of public awareness, management, project implementation, monitoring and reporting;
- At least 3 years working experience in the areas of transparency, communication development
- High levels of personal initiative, motivation, honesty and integrity
- Familiarity with site activities and project scope
- Excellent interpersonal skills.
- Should be fluent in spoken and written of local languages and English.

Note : Three months probationary period with possible of 1 years extension