



UNITED NATIONS DEVELOPMENT PROGRAMME

Terms of Reference

Position Information:

Job Code Title:	Communications Specialist (P-4)
Organizational Unit:	UNDP ELECT
Type of Appointment:	International, FTA
Duration:	One year
Number of Position(s)	One
Duty Station:	Kabul, Afghanistan

Context:

Years of conflict have damaged Afghanistan's economic, political, physical, social and institutional structures. Reconstruction demands a secure environment in which there is credible leadership and enforced rule of law. Strong, legitimate and effective public administration structures, responsive to the needs of ordinary citizens - including the poor – are a precursor to any sustainable development. To this end, UNDP supports Afghan electoral institutions so that they can become more effective vehicles for development.

The UNDP ELECT project (2006 – present) lent technical and operational assistance to Afghan electoral bodies throughout the 2009 Presidential and provincial council elections; and the 2010 parliamentary elections. This included the establishment of Independent Electoral Commission (IEC) offices throughout Afghanistan's 34 provinces.

While processes were strictly Afghan-led, Afghanistan does not yet have the capacity – particularly the financial capacity – to sustain its electoral institutions, independently. In order that progress made to date should not be reversed, UNDP will lend financial and capacity-building support to the IEC and its provincial offices.

Continuing long-term assistance through support to capacity building of national electoral authorities during and beyond 2011 is in accord with Security Council Resolution 1917 (2010). This assistance is closely coordinated with UNAMA, UNDPKO and EAD.

Specifically, and as a means to contribute to its goal of long-term capacity development, future ELECT (II) programming will seek to:

- Build on the achievements made, to date, in establishing an efficient, Afghan-led Independent Electoral Authority;
- Support the IEC in the transition from internationally-supported institution to self-sustaining institution; and
- Provide technical and operational capacity-building assistance, with a view to sustain and transfer knowledge to Afghans.

Functions / Key Results Expected:

Under the direct supervision of the Project Coordinator, the Communications Specialist will:

Be responsible to design and implement an effective communications strategy for UNDP ELECT, with a view to build support among UNDP Afghanistan's key development partners in Afghanistan globally.

- In close consultation with ELECT senior management, design and implement an effective communications strategy, to build support among key development partners in Afghanistan and globally.
- Corresponding to the communications strategy, design and implement a unit work plan, ensuring that results are realized in a timely manner.
- Provide strategic communications advice to ELECT senior management and the project team with advice and practical assistance to develop and implement communications components within projects that contribute towards the overall goals of ELECT.
- Supervise Communications and Reporting staff and oversee the preparation of information/communications products.
- Liaise and coordinate efforts with the UNAMA Spokesman/Communications Office, other UN agencies, ISAF Public Relations Departments and Government Information agencies.
- Build relationships with key international and national media through professional and personal networking.
- Establish and maintain close relationships with local and regional media outlets, as well as international news services, and provide timely and accurate information upon request (with the approval of the Country Director and consistent with the approach/direction of UNAMA).
- Where appropriate, plan field visits with partners (media, academics, donors and national counterparts).
- Prepare press releases, fact sheets and briefings.
- Assist in branding efforts, directed by UNAMA and the Country Office.
- Advocate and promote ELECT's mandate, mission and purpose.

Advise ELECT staff and promote an atmosphere of regular information-sharing; advise ELECT senior management on messaging to key partners, including donors and the media.

- Promote knowledge-sharing among staff and with other UN agencies, with a view to support greater efficiency and identify synergies and opportunities in UN work.
- Support staff to bring greater attention to project successes.
- Manage communication efforts to reach a range of audiences (UN, Government, donors, national and international public).
- Provide constructive and timely advice on inclusion of communications components in programme formulations to integrate advocacy and communication strategies into all aspects of the project.
- Serve as a conduit of communications and project-related information, directing relevant information to all ELECT staff.
- Organise, where appropriate, learning opportunities for ELECT project staff to gain a greater understanding/appreciation of principles for more effective communication.

Oversee the production of information/communications products for UNDP ELECT.

- Organise external consultants and supervise the production of flagship projects such as films, audio-visual messages, fliers, posters, brochures, ELECT newsletters and reports in English, Dari

and Pashto.

- Coordinate and manage all ELECT publication activities, including content management, publishing standards, design, translation, liaison with printers and other creative professionals, designers and vendors to oversee production and supervision of publication dissemination.

Manage the Communication and Reporting Unit, supervise staff and take responsibility for products and quality.

- Prepare annual work plan and results framework for the Unit and implement these tools for the delivery of results.
- Monitor and evaluate progress of the unit towards its stated goals and make changes, improvements to the plan as necessary.
- Guide a collective effort to conduct a capacity development strategy to plan, taking into consideration the strengths, weaknesses and goals of the Unit.
- Monitor the achievement of capacity development initiatives and ensure follow-up support.
- Work closely with staff to ensure productivity and harmony within the team.
- Ensure the quality of all communication materials.
- Serve on panels to conduct desk reviews and interviews to ensure recruitment of high quality professionals to the project.

Deliverables:

The Communications Specialist will produce the following deliverables during the period of this contract:

1. Communications and Reporting Strategy (including key performance indicators)
2. Evaluation reports (progress in reaching communications and reporting goals, as outlined in the strategy)
3. Unit capacity-building needs assessment and corresponding plan of action
4. Evaluation reports (progress in reaching communications capacity goals, as outlined in the needs assessment and corresponding plan of action)
5. Weekly, monthly, quarterly, annual and project-end reports
6. Presentations (to be given personally, or created for use by others)
7. Regular communications material: Fact sheets, brochures, photo and video stock
8. Ad hoc and/or special communications material: Brief sheets, talking points, speeches, op-eds
9. Media analysis, where relevant
10. Information, learning products for ELECT staff, where relevant

Requirement Qualifications:

- Masters Degree in International Relations, Development Studies, Political Science, Economics or a relevant social science
- Minimum 5 – 7 years of experience in monitoring and evaluation, including solid analytical experience
- Experience working in Afghanistan and knowledge/understanding of the current political context
- Experience living and working in a development and/or conflict situation
- Experience in elections reporting is desirable.
- Ability to quickly adapt to change, address challenges creatively, and to remain calm under pressure
- Ability to work as a team member
- Time management and organizational skills, with the ability to undertake multiple tasks
- Diplomatic skills, cultural and political sensitivity

- Fluency in English and excellent writing skills, in addition to another UN language. (Knowledge of Dari/Pashto is a particular asset).

Signatures - Job Description Certification :

Incumbent *(if applicable)*

Name

Signature

Date

Supervisor

Name

Signature

Date

Chief Division/Section

Name

Signature

Date