

COMMUNICATIONS SPECIALIST - STRENGTHENING ELECTION MANAGEMENT IN BANGLADESH PROJECT

Location :	Dhaka, BANGLADESH
Application Deadline :	02-May-12
Type of Contract :	FTA International
Post Level :	P-4
Languages Required :	English
Starting Date : (date when the selected candidate is expected to start)	01-Jul-2012
Duration of Initial Contract :	Initially One Year

Background

The United Nations Development Programme's (UNDP) Bangladesh Country Office has had long standing cooperation with the Bangladesh Election Commission (BEC). Following four successful long term projects in support of the electoral process a new programme of work is commencing under the project, Strengthening Election Management in Bangladesh (SEMB), that is a five year programme to assist the BEC to build capacity in its human and institutional resources. The project aims to support the BEC to further consolidate achievements that led to successful parliamentary elections in 2008. At the present time an ambitious expansion and decentralisation process is also taking place at the BEC and the programme has been designed to support and complement these expansion efforts during this exciting period of expansion of the BEC. The following outcomes are envisaged for the programme:

- Professionalised and strengthened training by the BEC;
- Strengthened BEC capacity to efficiently manage decentralisation and institutional growth;
- Reformed communications department and outreach to stakeholders;
- Professionalised and strengthened ICT wing of the BEC;
- Enhanced capacities to prepare and disseminate a credible and accurate photo voter register;
- Support to activities in the run up to the parliamentary elections in 2014.

The programme component that deals with the reform of the communications department requires a communications professional to provide mentoring, leadership and support to the department as the BEC redesigns its internal and external communications capacity.

Duties and Responsibilities

Summary of key functions:

Under the overall supervision of Deputy Country Director (Programme) and in consultation with the National Project Director and National Project Coordinator, the incumbent will be responsible for:

General:

- Overall supervision and responsibility for the timely implementation/completion of project activities related to the reform of the communications department of the BEC. This will include provisioning of leadership, mentoring, backstopping and financial, administrative, planning and logistical support for the project and the communications department of the BEC;
- Advise the BEC in the establishment of an integrated department of communications that will

combine all communication skills and expertise into one department and be responsible for high profile media and stakeholder relations on behalf of the BEC;

- Report on achievement of quarterly and annual targets;
- Work closely with Governance cluster and provide support as/when required.

Leadership and Mentoring:

- Provide guidance in the design of an external and internal communications strategy and subsequently advise on introducing these across the organisation with BEC counterpart;
- Together with BEC counterpart implement a comprehensive and reformed set of communication policies to develop a satisfactory corporate identity and communications management policy for the BEC to enhance exchange, flows of information with peers and stakeholders and ensure media stakeholder relations are maintained throughout the electoral cycle;
- Design and introduce a new framework for internal communication with employees at all levels of the Secretariat. A regular system for messaging and updating staff shall be introduced to ensure institutional knowledge of the activities of the BEC;
- Advise the individual who is nominated spokesperson of the BEC to deal and speak directly with the media that will ensure consistent messages and relationships with the media sector.

Training and Support:

- Implement a high quality training and mentoring programme to BEC staff in the communications field at both headquarters and regional and sub-regional levels;
- Enhance the capacity of the staff of the communications department to incorporate high quality public affairs and public relations practices by mentoring and training;
- Deliver training and mentoring for staff at all levels of the communications department in order to improve levels of professionalism to ensure greater knowledge and increased levels of professionalism in the department.

Creation and Production of Public Relations Material:

- Provide guidance to the planning and the introduction of a visitors' programme for the BEC to showcase its work to international visitors and around the country in order to encourage understanding and support for its work both internationally and nationally;
- Advise on the production of a range of material archiving and showcasing the activities of the BEC in order to construct a legacy and corporate identity for internal and external purposes. Included in the scope of this work would be the production of audiovisual and print based material;
- Implement a voter education design and strategy programme to develop and produce voter education material to improve voter awareness of electoral procedures and related national ID card procedures. Training, mentoring and resources will be made available to staff to ensure necessary skills are available;
- Provide guidance in the transformation of the present library to create a documentation and resource centre that is able to showcase the activities of the BEC and respond to information requests and have access to relevant up to date publications and electronic journals related to elections.

External and Internal Stakeholder Tools:

- Advise and support the BEC to establish regular national liaison structures to reach out to stakeholders including political parties, the media and civil society groups responsible for election observation and voter and civic education;
- Advise and support the BEC to establish regular national liaison structures to reach out to public and private institutions linked with national ID cards;
- Provide assistance and advice in developing a self-regulatory code of conduct for the mass

media that meets regional and international standards. This will include drafting and consultation support to professional bodies in the media sector;

- Guidance to the BEC to plan and build up a portfolio of inter-regional activities for participation of different levels of BEC staff in the South Asian region by knowledge transfer and mentoring. This will include peer-to-peer relationship building and knowledge transfer in the South Asian region as well as study tours, work placements and election management observation visits to observe elections in peer countries;
- Facilitate an increase in the capacity of the BEC to commission material: policy issue based public opinion polls, external assessment reports from groups such as civil society and expert independent institutions;
- Provide assistance to review and update the present system for registration and accreditation of international and national election observers and observer guidelines. This will also include assistance in the development of a briefing strategy for these stakeholders as well as creating liaison structures.

Competencies

Corporate Competencies:

- Promotes UN's Values and ethical standards (tolerance, integrity, respect, results orientation, impartiality);
- Displays cultural, gender, religion, race, nationality and sensitivity and adaptability;
- Demonstrates integrity by modelling in the UN's values and ethical standards (human rights, peace, understanding between people and nations, tolerance, integrity, respect, results orientation, UNDP core ethics, impartiality);
- Demonstrates understanding, maturity and is sensitive to working in an environment with uniformed hierarchy;
- Demonstrates competencies in service delivery.

Functional Competencies:

Knowledge Management and Learning

- Promotes knowledge management and a learning environment in the office through leadership and personal example, excellent ability to demonstrate national capacities building (mastery of the tools and their application);
- Actively works towards continuing personal learning and development in one or more practice areas, acts on learning plan and applies newly acquired skills;
- Excellent communication skills in English language (written and oral);
- Displays understanding of the relevant contemporary ICT tools and continuously act towards personal capacity building;
- Sensitivity and responsiveness to all partners.

Development and Operational Effectiveness

- Ability to engage with high ranking officials and international donor community and provide advisory support services;
- Ability to formulate and manage budgets, manage contributions and investments, manage transactions, conduct financial analysis reporting and cost recovery: excellent project oversight functions, including audit, accurate and thorough risk assessment;
- Ability to undertake result based management and reporting; and
- Ability to oversee timely project implementation and to provide the necessary troubleshooting to keep project implementation on schedule.

Management and Leadership

- Consistently approaches work with energy and a positive, constructive attitude;
- Builds strong relationship with clients, focuses on impact and result for the client and responds positively to feedback, timely responses to queries;
- Demonstrates good oral and written communication skills;
- Demonstrates openness to change and ability to manage complexities;
- Demonstrates strong administrative skills and result oriented approach to work.

Required Skills and Experience

Education:

- Masters degree in one of the Social Sciences, Communications, Media Studies or a related discipline.

Experience:

- Minimum 7 years of experience working with media issues and/or public relations, preferably in governance or elections;
- Knowledge and experience of working with media stakeholders, civil society organisations and other stakeholders;
- Demonstrated ability to organise high profile events on national and international levels;
- Experience in developing codes of conduct for the media sector and media monitoring methodologies;
- Experience in management of communications/policy units.

Language Requirements:

- Fluency in written and spoken English.

[Click here for important information for US Permanent Residents \('Green Card' holders\).](#)

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.