

# **Terms of Reference**

## **Communications Specialist**

**Type of Contract: Individual**

**Duration: Six (6) months with the possibility of extension, if necessary.**

### **Work Profile**

Under the broad guidance of the Executive Director, assumes primary responsibility for planning, developing, and implementing communication strategies to promote the work of the Independent Regulatory Commission (IRC). The incumbent will also be responsible for developing partnerships with other relevant organizations to disseminate information and create awareness about topical regulation issues and the Commission's current activities.

This should be done to achieve three objectives:

- i. Development and production of multimedia content to increase media reach and visibility effectiveness.
- ii. Web related activities including the constant updating of the existing website and establishing social media sites for use in outreach; and
- iii. Integrating digital into all aspects of the communication strategy in line with best and effective public advocacy practices.
- iv. The Communications Officer will have to work closely with the Administrative Officer daily. He/She will maintain close interaction with other staff at the Commission as well as entities associated with the government, and the local media among others.
- v. The candidate should have high level of integrity, accountability, and punctuality and be willing to work beyond normal working hours. He/she should also demonstrate and be exemplary in portraying IRC's values and ethics. He/she should be a good team player.

The main duty and responsibilities are:

### **1. Program Communications Advocacy and Awareness**

The Communications Specialist will work closely with the Commission to ensure that relevant program materials such as current regulatory activities, are developed and disseminated to the public and strategic stakeholders through relevant media and network channels. The Communications Officer will assist relevant officers in the Commission in the development stage to identify appropriate communication activities for the projects that will be undertaken..

### **2. Media Relations**

Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) to increase coverage of regulation issues in the media (print, broadcast and digital). Specific activities may include:

# **Terms of Reference**

## **Communications Specialist**

- Draft and edit articles, press releases, and other advocacy/information materials.
- Collaborate with the media by organizing photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.

### **3. Training of Staff**

Perform targeted training of Commission's staff as defined/developed by the Executive Director and Administration Officer.

### **4. Communication Plan**

Assist in the development of a strategic communication plan for the Commission that can be utilized to guide the media and other public information campaigns by the Commission.

#### **Minimum Qualification and other Requirements:**

**Education:** A minimum of a bachelor's degree in communications, journalism, public relations, or a related field.

**Experience:** At least five years of similar work experience is required. Candidate should be able to work independently – with minimum supervision and guidance. Demonstrated and extensive social media experience is an added advantage.

**Skills:** Excellent written and oral English communication skills and proficiency in French creole are required. He/she should have advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher). Candidates with basic design and layout skills and adept in using Adobe Photoshop and Pagemaker are an added advantage. Demonstrated and extensive social media experience is an added advantage.