

Terms of Reference

Principal / Lead Specialist -Media & Communications

Organisation	Coalition for Disaster Resilient Infrastructure (CDRI)
Posting Date	10 August 2021
Location	New Delhi, India
Grade	Principal / Lead Specialist-Media & Communications
Salary and benefits	Principal / Lead: INR 1.75 to 2.50 lakhs per month + other benefits. (salary and designation will be offered commensurate with experience and qualifications)
Contract	Fixed Term Contract (3 years), Full-Time, National Hire,
Occupational Groups	Communication, Development, Disaster Risk Reduction
Last Date of Application	30 August 2021

Background:

The Coalition for Disaster Resilient Infrastructure (CDRI) is a multi-stakeholder global partnership of national governments, UN agencies and programmes, multilateral development banks and financing mechanisms, the private sector, and academic and knowledge institutions. It aims to address the challenges of building resilience into infrastructure systems and development associated with it. The vision, mission, goal and objectives of the CDRI are explicitly linked to the post-2015 development agendas. The Coalition will also contribute to the resilience of the global infrastructure systems in an increasingly interconnected world.

The CDRI will support countries to upgrade their systems for ensuring disaster and climate resilience of existing and future infrastructure. It seeks to rapidly expand the development of and retrofit resilient infrastructure to respond to the SDGs objectives of expanding universal access to basic services, enabling prosperity, and decent work.

The Government of India has established a Society in New Delhi to act as the Secretariat of CDRI. The Secretariat functions under the direction of the international Governing Council and implements the programs of CDRI. This position is being advertised for staff positions on Fixed Term Contract of three (3) years.

Objective of the position:

To initiate, design, manage and implement activities relating to the entire gamut of communications, news and media management for CDRI.

Role and Responsibilities:

This position would be accountable for developing, managing, coordinating, networking, implementing, and monitoring a communication strategy and programme for CDRI. This will be inclusive of identifying and working with partners, collaborators, service providers and will involve engagement with the development of communication outputs, products and creative content development curated to a range of target audiences. Ensuring quality control, internal

coordination with publications and advocacy, and governance of all communication at CDRI will be key functions too.

Key Results:

1. Communication Strategy:

The CDRI Secretariat has a clear communication strategy and associated work plan in synchronisation with CDRI's vision and objectives, which will enhance the organization's credibility and brand. This strategy is informed and engaged upon by other teams and verticals of CDRI particularly Advocacy and Publications.

2. Media Management:

- a) Social Media Management - Management of all social media platforms of CDRI (website, twitter, Facebook, LinkedIn etc). Conceptualization of interactive and well developed, content driven website for CDRI and its continued monitoring and management.
- b) Print Media and Media Relations - The CDRI Secretariat has a well-managed contact diary of media professionals and media outlets. Successful communication and maintaining regular contact and close collaboration with the media to communicate the story of CDRI's global and national initiatives and advocacy on DRI.
- c) Partner Management – CDRI Secretariat will have a panel of media and content partners who are identified, managed and engaged with to provision support to CDRI's work across technical support, capacity development, research, knowledge management and advocacy on DRI.

3. Networking, events, and partnerships:

- a) The CDRI secretariat has a well-managed list of influential groups/ partners/ stakeholders and individuals, whose support is essential in delivering and establishing CDRI's communication strategy and ensure its communication objective is fulfilled.
- b) The CDRI Secretariat has effective working relationships with the UN, International and national partners contributing on disaster resilience.
- c) The CDRI Secretariat has a well-maintained database of appropriate, internationally known supporters, influencers and multipliers who can be engaged and support CDRI's effort and who actively participate in special events and activities.

4. Global priorities and campaigns:

The CDRI Secretariat has an effective process in place for integrating and acting on CDRI's global communications priorities, campaigns and partnerships, disseminating these elements at all required forums and using multiple tools, platforms and mediums.

5. Monitoring and evaluation:

Communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to improve the efficacy of CDRI's communications programme.

6. Capacity building and support:

The CDRI core team is provided with professional expertise and advice on all aspects of external communication, as required.

Key Functions:

Within the delegated authority and the given organizational set-up, the incumbent will be accountable for following assigned areas of the duties and tasks:

1. Communication strategy:

Ensure that the CDRI Secretariat has a clear communication strategy and associated work plan to support the national and global objectives related to disaster resilience. Strengthen national and international support to CDRI's mission and objectives and establish the organization's credibility and brand.

Duties & Tasks:

- Develop, maintain, and update the CDRI advocacy and communication strategy and associated work plan. The strategy and work plan would include: environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
- CDRI's results-based programming approach is appropriately reflected in the communication strategy, work plan and products;
- Maintain close collaboration with internal and external communication partners for effective coordination at every level.
- Ensure timely production, creation and publication of CDRI's reports and documents periodically including brochures, annual reports, status reports, newsletters etc.

2. Media Management:

Promote an effective presentation of CDRI's initiatives in disaster resilience by carrying out media, information, and education activities in support of CDRI-assisted programmes or interventions globally, regionally and nationally.

Duties & Tasks:

a) Social Media Management

- Conceptualize, develop, monitor and maintain website and social media accounts of CDRI
- Ensure impact assessment on regular intervals to inform and evolve communication strategy and actions.
- Ensuring coverage of national and international initiatives of CDRI and key partners with dynamic presentation of the information internally and externally.

b) Media Relations and Print Media

- Develop, maintain, and update media relations including a contact list/database.
- Ensure fast and accurate information dissemination to the news media and other appropriate audiences.
- Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of CDRI specific communication materials, activities, processes, and messages transmitted to the press, partners and public.
- Monitor and evaluate the use and effectiveness of media materials and share results and findings.

3. Networking, events, and partnerships:

Ensure that the CDRI secretariat has a well maintained and continually developed engagement with individuals, groups, organizations (including Government, UN, and national and international development agencies), whose support is essential while developing the advocacy and communication objectives of the organisation.

Duties & Tasks:

- Develop, maintain, and update partners contract list/database.
- Ensure and enhance the quality, consistency, and appropriateness of communication-specific materials, activities, processes, and messages shared with partners, audiences, and stakeholders.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training through knowledge sharing.
- Develop, maintain and update contact list/database of renowned personalities who can contribute in dissemination of our objective in target audience at national and international level.
- Participate in global advocacy activities by planning visits of Governing -Council members, goodwill ambassadors etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements to highlights the achievements and activities of CDRI.
- Ensure that Communication team is effectively writing high quality content for the website, infographics, blogs and newsletters that adequately reaches internal and external audiences and stakeholders.

- Work with CDRI's advocacy, partnerships, knowledge management and technical support teams to provide requisite professional support on communications and ensure adequacy and quality of CDRI's outputs for external communication.

4. Global priorities and campaigns:

In addition to local/national campaigns, ensure that the CDRI secretariat has an effective process in place for integrating and taking action on CDRI's global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.

Duties & Tasks:

- Support the CDRI global communications objectives and strategies through development of complementary country specific activities. Work plan should anticipate the inclusion of work on global priorities, processes, 2030 targets and campaigns;
- Develop and deploy national communication capacity to develop the content and coverage of relevant country efforts.
- Ensure regular communication and co-ordination with relevant communication focal points with all external partners.
- Collaborate within CDRI's team to ensure appropriate and targeted communication of CDRI's work across all programme areas.

5. Capacity building and support:

Ensure that the CDRI's team is provided with professional expertise and advice on all aspects of external communication as required; opportunities are identified and addressed for building communication capacity among communication team, media and other stakeholders.

Duties & Tasks:

- Support communication activities through knowledge management, information exchange and building capacity of the CDRI communications team.
- Support the Communication team in the development of communication tools in line with the global communication strategies derived for CDRI.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.
- Ensuring with the team that CDRI's communications targets and goals are attained through supportive supervision, technical inputs and resource management.

6. Monitoring and evaluation:

Ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.

Competencies relevant to the position:

Core Values:

- Commitment;
- Diversity and Inclusion;
- Integrity.

Core Competencies:

- Communication
- Working with People
- Drive for Results

Functional Competencies:

- Leading and Supervising
- Formulating Strategies and Concepts
- Relating and Networking
- Persuading and Influencing
- Applying Technical Expertise
- Entrepreneurial Thinking

Technical Knowledge Required:

- Communication management. Knowledge of theories and practices in communication research planning, communication programme implementation and strategy.
- Fundamentals for working in various media formats – print, audio, social media (all relevant channels)
- Computer applications, systems/applications and network, including internet navigation, office and specifically, interactive digital media

Required Skills and Experience:

Education Criteria

- Advanced university degree (equivalent to postgraduate) in Communication, Journalism, Public Relations, or any other field relevant to the profile requirement.

Experience Criteria

Compulsory:

- Minimum 10 years relevant experience in the field of communication out of which five years dedicated at a lead role in designing and implementing communication strategies and programmes for an organization of international repute.
- Progressively responsible and relevant professional work experience in establishing strategic communication and implementing communication tools, techniques and managing communications at global event.

Desirable:

- Working exposure of international development organizations.

Reporting Line:

- Principal / Lead Communication would report to concerned director.

Language Requirements:

- Fluency in English. Knowledge of another CDRI Partner country's language will be an asset.

How to Apply:

If you have experience of working in a similar capacity and want to make an active and lasting contribution in conceptualizing communication policy for a global initiative spearheaded by India, Please apply before the last date at <https://cdri.world/career/career.php>.

CDRI is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence. CDRI has ZERO Tolerance on sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. Any selection therefore will be subject to satisfactory reference and background check
