

TERMS OF REFERENCES (TOR)

Project: Meghalaya Program for Adolescent Wellbeing, Empowerment and Resilience (MPOWER)

About the project:

The Government of Meghalaya has launched the Meghalaya Program for Adolescent Wellbeing, Empowerment and Resilience (MPOWER) that aims to nurture holistic development of adolescents who are between the ages of 9-19 in Meghalaya through a multi-sectoral approach. The project shall target critical challenges faced by adolescents in the state; i.e., reducing teenage pregnancy and school dropout rates, improve their mental well-being and encourage them to develop career aspirations. The project design will be guided by an age based skills competency framework that will be developed and facilitated by programme managers and state experts, outlining the set of knowledge, skills, and behaviours that the state envisions. To ensure a broad coverage, the project will deal with adolescents who are both currently enrolled in, and dropped-out of school, in addition to strengthening the capacity of relevant state institutions.

The project proposes a set of coordinated multi sectoral interventions to improve the human capital outcomes of adolescent boys and girls aged 9 to 19. These interventions aim to build productivity and resilience of the current cohort of adolescents so that they can contribute to the sustainable economic growth of the state of Meghalaya.

Position-2: Manager (Media & Communications)

Essential Qualification: Post Graduate in Mass Communication & Journalism or any related disciplines with exceptional and demonstrated skills in the media & communication sector.

Required Experience:

1. 5+ years of relevant work experience in the media and communications sector, with published articles or write ups in one or more websites/journals.
2. A demonstrated skill in photography/videography/video editing/graphic designing is preferable (but not mandatory)
3. Strong knowledge of communication practices and techniques.
4. Hands-on experience in content management.
5. Ability to deliver creative content (text, image and video).
6. Good knowledge of SEO, keyword research, social media tools and google analytics.
7. Passionate about working in development and demonstrated interest in helping communities improve development outcomes.

Essential Skills & Attributes:

1. Ability to make good powerpoint presentations and be well versed in MS Office.
2. Ability to speak and write in any local language (Khasi, Garo, Pnar) would be an added advantage, but not a necessary criteria.
3. Ability to get up to speed quickly on new content areas and build new relationships.
4. Strong listening, verbal, and written communication skills; able to effectively synthesise information and calibrate communication to connect with diverse audiences.

Detailed Tasks and/or Expected Output:

The detailed tasks include:

Management of Media and Communications Unit (~20% of time)

- Outline the strategy and work plan of the Media and Communications unit, and develop internal milestones.
- Develop and maintain the media project tracker, documents, project folders and project logs.
- Work in close coordination with Project Managers to plan activities for the media and communications unit, to highlight the MPower programme.
- Manage the work of Communications Associates and other team members to make sure that all the work streams are on track with project requirements and deadlines.
- Coordinate with external partners on documentation and evaluation work.

Documentation & Strategic Planning (~50% of time)

- Conduct primary and secondary qualitative and quantitative research, eg. interviews with stakeholders, to compile project documentation on successes, challenges and areas for improvement.
- Participate in the review and analysis of quantitative & qualitative data on key indicators and outcome metrics.
- Synthesise project learnings in internal reports for review and analysis.
- Participate in conversations aimed at outlining the strategic direction of the project, based on learning from the field.

External Communications & Outreach (~30% of time)

- Maintain a communication channel with all stakeholders to collect and disseminate information on the project.
- Lead the MPower branding strategy across media platforms within and outside the State.
- Maintain the MPower website and social media platforms.
- Develop key external communication materials such as policy briefs, case-studies, reports, articles, and presentations.
- Lead work on video and documentary productions of MPower activities, including managing relationships with external agencies and contractors for the same.
- Help organise and generate content for outreach events such as trainings, workshops and conferences with stakeholders, practitioners and researchers.

Duration of the Assignment/Contract:

The assignment duration is one year with a provision to extend annually during the project period up to coterminous with the project completion period subject to satisfactory performance, whichever is earlier.

Terms and Conditions

The contract is subject to performance evaluation review, conducted at midpoint or annually, whichever comes first. The review shall be based on achievement of assignment specific outputs on time and on budget. Any changes in stated outputs need to be approved by the management. The management reserves the right to terminate the contract i) if outputs are not achieved on time and at a quality level acceptable to the project/organisation; ii) services are no longer required or iii) for any other reasons in the interest of the project. Pre-termination of the contract is subject to a one month notice period.