

Media & Communications Lead | State Capability Enhancement Project (SCEP), Office of Development Commissioner Government of Meghalaya

About the Project

The Government Innovation Lab or GIL is an initiative by the state leadership in Meghalaya which employs an adaptive approach for addressing complex development problems. The approach of GIL is inspired by **Problem-Driven Iterative Adaptation (PDIA)** and Ronald Heifetz' **Adaptive Leadership**, two methodologies developed at Harvard Kennedy School of Government. GIL is the institutionalization of Meghalaya's own state capability building learnings under the State Capability Enhancement Project (SCEP). A key guiding principle of GIL is facilitating collaborative and local problem-solving, and, in the process, building systems that are more responsive to development needs and can support a long-term, sustained transformation of the state. The project entails implementing adaptive approach-inspired projects in multiple fields of importance to public welfare, including:

- **Rural Development & Environment:** The state is investing in multiple initiatives to improve community development outcomes with a strong focus on improving management of local natural resources.
- **Health & Nutrition:** The state is leading systemic reforms such as strengthening health facilities, improving block-level coordination of health & nutrition services, and building community institutions to improve key human development outcomes of the state.
- **Adolescents & Youth Development:** The state is building systems and designing interventions addressing adolescent health and well-being, as well as improving skilling and employment opportunities in the state.
- **Women's Leadership:** The state is implementing several measures to strengthen women's agency and participation in decision-making, such as developing a network of women's self-help groups, reserving leadership positions for women in local institutions, and coaching & mentoring for leadership development.
- **Early Childhood Development Mission:** Government of Meghalaya is building systems to improve the health and cognitive abilities of children through ensuring adequate nutrition and childcare in the critical period of early childhood.

About the Position

The Office of Development Commissioner, Government of Meghalaya is hiring a Media & Communications lead who will work closely with the SCEP Development Managers and Development Associates to manage the existing media & communications unit and evaluate project implementation, lead project learning and adaptation, and produce reports and

documentation for external audiences and internal records. The content will cover all active projects under SCEP.

This is an exciting opportunity for mid-career professionals who are looking to get hands-on experience in public policy design, project management and documentation. The Media & Communications lead will be based in Shillong and will be required to travel frequently to government offices and villages across Meghalaya. Following is the projected scope of responsibilities for this role:

No. of vacancies: 1

Management of Media and Communications Unit (~30% 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 Development Consultants and Associates to plan activities for the media and communications unit, to highlight SCEP programmes.
- 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, e.g. 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.
- Synthesize project learnings in internal reports for review and analysis.
- Participate in conversations aimed at outlining the strategic direction of the project, based on learnings from the field.

External Communications & Outreach (~20% of time)

- Maintain a communication channel with all stakeholders to collect and disseminate information on the project.
- Lead the SCEP branding strategy across media platforms within and outside the State.
- Maintain the SCEP 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 SCEP activities, including managing relationships with external agencies and contractors for the same.
- Help organize and generate content for outreach events such as training, workshops and conferences with stakeholders, practitioners and researchers.

About You

We are seeking someone who has the following attributes:

- Post Graduate in Mass Communication & Journalism or in a relevant field such as public administration, public health, environmental policy, education, gender studies, economics and management from a recognised institution is mandatory. Candidates from other disciplines with exceptional demonstrated skills may also apply.
- Diplomas and Certifications that are in line with the current role will be preferable.
- 5+ years of relevant work experience in the media and communications sector, with either published articles, documentaries, films, in one or more websites/journals/channels.
- Ability to make good powerpoint presentations and be well versed in Google Suite.
- Ability to speak and write in any local language (Khasi, Garo, Pnar) is a necessary criteria.
- A demonstrated skill and understanding in photography/videography/video editing/graphic designing/production is mandatory as they will be responsible for leading the technical team from ideation to execution of assignments.
- Strong knowledge of current communication practices, trends and techniques.
- Hands-on experience in content management and basic knowledge of IT.
- Good knowledge of SEO, keyword research, social media tools, AI and google tools.
- Passionate about working in development and must have demonstrated interest in helping communities improve development outcomes.
- Ability to get up to speed quickly on new content areas and build new relationships.
- Strong listening, verbal, and written communication skills; able to effectively synthesize information and calibrate communication to connect with diverse audiences.

Terms

This is a full-time role based in Shillong. The Media & Communications Lead will be offered a one-year contract initially, with possibility for extension, and will be paid INR 50,000 per month. This position will be within the Office of the Development Commissioner, SCEP, reporting to the Development Commissioner and Development Manager- Media & Communication.

To Apply

Please fill and submit the online application form here <https://forms.gle/aHZxkTnNnqjYVC6n9>

OR

Hard copies of the Application (*in the same format as given in the above link*) can also be submitted to the O/o Meghalaya Basin Development Authority, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong, Meghalaya – 793003.

P.S: *Hard copies may only be submitted in case there is a technical glitch in submitting the online application form.*
