

TERMS OF REFERENCE - Communications Catalyst

Core function:

The core function of the Communications Catalyst is to lead the communications aspects within Swasti's roles as USAID'S Health Portfolio's Knowledge Partner.

Roles and Responsibilities

Partnerships - Delivers on

1. Managing all external vendors as related to communications.
2. Maintaining relationships with the portfolio of partners and all communications between partners.

Program Management

1. Ensuring timely delivery of high quality deliverables as per the project log frame.
2. Ensuring all communications materials are created, maintained and of a high quality including infographics, materials for events, online materials.
3. Ensuring all materials are disseminated through the correct channels.

Reports to: Chief of Party, USAID KP project.

Interacts with:

1. Internal: Impact Catalyst, Knowledge Catalyst, Social Media Manager, and Communications Lead, Swasti.
2. External: USAID team, USAID partners, Swasti consultants, vendors, grantees and sub-awardess.

Age and Gender: No restrictions

Qualification

- Post graduate degree in Journalism, Communications , Mass Media, Public health

Desired Experience:

- Ability to understand and engage with sector and minimum of 12-15 years of progressive experience in communications, preferably in the development sector
- Demonstrated experience managing the communications for a large organisation or a variety of stakeholders including the creation and dissemination of original content

- Ability to manage a team and garner results in a fast paced environment
- A keen interest in development issues
- Willingness to work in challenging situations

Knowledge

- Of public health sector
- Of communications platforms and strategy

Skills

- People engagement skills, to engage with thematic experts, stakeholders, and consultants effectively
- Taking initiative, identifying opportunities to leverage connections and resources for the project
- Proficient in Office suite and Google applications.
- Proficient with technology and able to create and manage databases and platforms.
- Excellent English verbal and written communication. Knowledge of at least one other Indian language essential; Hindi is a definite advantage

Work Ethics

- Timely delivery of tasks and milestones with focus on quality and consistency.
- Must work with a sense of urgency.
- Is critical and creative in execution of activities
- Respects all individuals.
- Open to multiple approaches and willing to learn

Geography: Based in New Delhi. Could change based on project requirements.

Travel: As required.

Measurement

The incumbent will be assessed by the reporting officer on the accomplishment and delivery of all components described.

The measurement will also include demonstrated elements of commitment, passion, accountability, ideation, flexibility, accessibility, and system and process management as well as the expected work ethics.

Growth Opportunities

The organization has an open policy of growth based on opportunity, demonstrated personal growth, and personal aspirations. It is not a norm that growth will take place vertically only. Growth is also seen as the organization being more inclusive in the incumbent's involvement in strategic organization growth.

Compensation: As per organisation policy on cadre and grade