



# COMPASS PROGRAM BANGLADESH VACANCY ANNOUNCEMENT

## 'Communications and Outreach Coordinator'

### A. BACKGROUND:

In collaboration with USAID Bangladesh, the United States Forest Service International Program (USFS/IP) has been working in Bangladesh since 2009, developing longstanding partnerships and providing need-based technical assistance to strengthen national-level capacity for forest management and monitoring.

In 2019 USAID Bangladesh and USFS/IP entered into an inter-agency partnership with USAID Bangladesh to implement the Community Partnerships to Strengthen Sustainable Development (Compass) program. The program addresses natural resource management challenges in Bangladesh through establishing a Youth Conservation Corps (YCC), strengthening communities, providing technical assistance, and strengthening the academic and research institutions. Compass program was extended to expand and build on previous pilot activities.

Compass collaborates primarily with local and international non-governmental organizations, universities, and the Bangladesh Forest Department (BFD).

Compass Program is seeking a qualified and experienced professional to be the full-time **Communications and Outreach Coordinator** based in Dhaka.

### B. GENERAL INFORMATION ABOUT THE POSITION

<b>Issuance Date:</b>	25 September 2024
<b>Application Closing Date:</b>	10 October 2024
<b>Number of Positions:</b>	01 (One)
<b>Position Title:</b>	Communications and Outreach Coordinator
<b>Level of Efforts:</b>	Full-Time
<b>Period of Performance:</b>	Initially 1 Year; with the possibility of extension
<b>Base Location:</b>	Based in Dhaka
<b>Expected Starting Date:</b>	15 December 2024

### Position Description

The **Communications and Outreach Coordinator** will lead the development and implementation of the project's communications, outreach, and partnership strategy through field interventions, writing for diverse program and media publications, and building partnerships. S/he will work alongside Compass staff and stakeholders to engage communities and stakeholders in the project to help achieve project objectives in a timely fashion. The communications and Outreach Coordinator will report to the Project Lead and Asia Pacific Program Manager.

The Communications and Outreach Coordinator will support the program with duties and responsibilities including, but not be limited to, the following:

### Communications, outreach, and partnership development (30%)

- Coordinate all communications activities within the Compass team and achieve desired results.
- Maintain a Compass online presence including website and social media with content sourced from activities on the ground, stakeholders, and news outlets.
- Monitor local, regional, and global contacts to inform program leadership and staff of news, events, and activities relevant to the Compass and its stakeholders.
- Maintain the Compass project contact database and archive of Compass media and outreach materials.
- Produce and maintain photo and video archives of Compass project activities for publication as part of ongoing communication strategy.
- Develop press releases and schedule interviews with key media outlets concerning Compass activities and environmental issues of concern.
- Develop regular means of communicating with Compass partners.

- Provide timely feedback to Compass team members for areas of improvement to ensure and showcase project success.
- Organize and facilitate regular presentations and talks at venues of interest to a wide variety of audiences including governmental, international, academic, civil society, etc.;
- Maintain regular communications with implementing partners to document activities and ensure open lines of communication within the project.
- Responsible working with the communications outlets and networks of our partners (i.e. newsletter, websites, blogs, social media, etc.)

### **Content Development (30%)**

- Develop human interest stories from the field for communication to primary and secondary audiences;
- Collaborate with the Component Leads and collate information related to new developments, initiatives and activities regularly across compass for story generation.
- Provide suggestions to the leadership team on appropriate dissemination platforms of stories (e.g. News & Views, website, newspaper).
- Champion project impacts, and make them aware to a wider audience outside of the environment sector.
- Synthesize information and contextualize content for the assigned media platform within timelines.
- Seek validation from form Component, Compass leadership team and USAID (if require).
- Modify and finalize content based on feedback; Share the final output with the respective component to develop relevant and meaningful content for internal and external readers.
- Edit and review Compass program documents.

### **Media Management (30%)**

- Research and analyze the development and natural resources media environment to identify trends related to coverage of natural resources management, youth engagement and research themes relevant to Compass.
- Update team on such trends and potential areas of coverage for Compass.
- Identify opportunities for placing stories in different magazines, newspapers etc.
- Maintain and update journalist database.
- Network and build relationship with media representatives (e.g. editors of forest/natural resource magazines, news reporters, anchors);
- Generate interest in media on recent developments and latest activities at Compass.
- Coordinate with media houses for such stories to be published / printed / covered on air / tv shows etc.
- Create visit plan for media and seek approval from leadership team.
- Validate media stories for accuracy of facts and information to effectively create awareness of Compass activities externally.

### **Project Management (10%)**

- Communicate with printing and designing vendors and guide them for the expected product.
- Create and manage efficient and timely monthly budgets related to communications and outreach activities.
- Participate in the formulation and development of action and work plans for the project.
- Work closely with MEL and Communications teams to assess the impact of partnerships, training, and capacity-building activities.
- Coordinate with other team members to provide expert guidance on communications related to activities to Compass program staff as necessary.
- Oversee expenditure versus budget and procurement of Communication related activities.
- Carry out any other related responsibilities as assigned by the office.

## **C. QUALIFICATIONS REQUIRED FOR THIS POSITION**

To be considered for the position, a candidate must meet the minimum qualifications listed below:

### **Education:**

Required: A Bachelor's degree, or equivalent in Communications, Public Relations, Journalism, English Composition, or a related discipline

Preferred: A Master degree, or equivalent, with a higher degree desired, in Communications, Public Relations, Journalism, English Composition, or a related discipline

**Experience:**

- At least 5 years of work experience in relevant positions, at least 1-2 years in a supervisory or managerial role.
- Prior experience of working with USAID or USG programs/projects is highly preferred.
- Demonstrated experience in providing expert leadership and guidance across all aspects of communications management in the programs/projects of non-government or donor agencies are required.
- Must have experience in communications, public relations, media campaigns, monitoring and evaluation, and partnership development.
- Demonstrated experience working with social media for program support.

**Skills/Competencies:**

- Ability and interest to understand topics in forestry, climate change, biodiversity conservation, international cooperation, and natural resources
- Ability to creatively champion project activities through a variety of communications platforms.
- Ability to capture the impacts of project activities and communicate them through relatable stories.
- Proven ability to develop regular comprehensive reports such as Quarterly and Annual reports, bi-weekly updates, and other need-based reports to communicate effectively with the Compass Program Leadership Team and partners.
- Demonstrated ability to develop strong networks among key partners and maintain current Compass networks within the forestry and natural resources sectors in Bangladesh.
- Strong knowledge of communication principles and tools, Bangladeshi media outlets, and USAID/USG communication guidelines, as well as overall branding concepts and mechanisms.
- Strong knowledge of agency and promotion campaign management skills.
- Knowledge of budgeting and cost management.
- Must have excellent interpersonal skills and proven teamwork capacity, with a demonstrated track record of working with diverse teams and a result-oriented approach in solving critical and sensitive human resources and administrative issues with diplomacy and sensitivity.
- Strong leadership skills, able to work independently with minimal supervision or guidance.
- Demonstrated experience working with multi-cultural teams and providing leadership with professional judgment in a cross-cultural and multi-level organizational context.
- Ability to provide on-the-job capacity-building training to other team members.
- Experience in human resources management, program management, knowledge management, and capacity-building.
- Proven track record as an effective communicator or spokesperson with strong interpersonal skills.
- Extensive experience in report writing, indicator management, and record-keeping.
- Excellent organizational skills.
- Proficiency in photography and social media skills.
- Ability to collaborate effectively with other Compass Program staff.
- High proficiency in relevant computer applications (e.g., MS Word, MS Excel, MS PowerPoint) and basic internet use; graphic design skills are also required.
- Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks.
- Knowledge of documents and analyses innovative strategies, best practices, and new approaches.
- Ability to generate new ideas and propose more effective ways of doing things.
- Ability and interest in learning new tools to make evidence-based operational decisions.

**Language Ability:**

The incumbent must be proficient in spoken and written English at Level IV (fluent) and must likewise be fully fluent in spoken and written Bangla. English language skill will be tested.

**D. BENEFITS AND ALLOWANCES:**

The benefits and allowances for this position would be in line with Compass policy and guidelines, commensurate with the experience, qualification and previous track-record of the successful applicant.

**E. INSTRUCTION FOR APPLICATION SUBMISSION:**

Interested applicants are requested to properly fill in the application form available at this link: [https://docs.google.com/forms/d/1P503c5skO\\_wPHtKXfllcALTU7LHuCWwlauezRuKRDyU/edit](https://docs.google.com/forms/d/1P503c5skO_wPHtKXfllcALTU7LHuCWwlauezRuKRDyU/edit)

Applicant must have an active Gmail account to complete the application. In the application form, the interested applicants must provide accurate information to all required fields and attach the following documents listed below:

- 1) A Cover Letter** illustrating applicant's qualifications to meet the requirements for this position. Please use the following naming convention for your file: FirstName\_LastName\_CoverLetter. The cover letter must be attached either in MS word or in PDF file format.
- 2) A Curriculum Vitae (CV)** with full contact details, specific description of educational background, career experiences, and achievements. Please use the following naming convention for your file: FirstName\_LastName\_CV. The CV must be attached either in MS word or in PDF file format.

Please note that the interested applicants must submit the applications on or before **11.59 PM 10 October 2024**.

The successful applicant will be hired through a local hiring mechanism or through an international contracting mechanism to be employed on the Compass program, as per organizational policy. Applicant will not be hired by, nor an employee of, the US Forest Service. Only shortlisted candidates will be called for further assessment. The applicants who are not shortlisted will not be notified. All qualified candidates will be considered regardless of age, race, color, sex, creed, national origin, lawful political affiliation, non-disqualifying handicap, marital status, sexual orientation, affiliation with an employee organization, or other non-merit factor.