

# **TOR for engagement of Communication Officer in State Project Management Unit of FAO-GEF assisted Green Agriculture Project in Uttarakhand**

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## **A) SPMU- Communication Officer**

1. Number of post : **1 (One)**
2. Duty Station : SPMU Office
3. Pay : Rs 40000/- (Depending on qualification, experience and Competency of the candidate, the salary is negotiable.)
4. Contract Duration : 11 months contract extended based on performance and availability of budget.
5. Essential Qualifications

### **5.1 Educational:**

Bachelor's degree in Communications/ Journalism & Mass Communication/  
Information Science

### **5.2 Experience**

#### Essential:

- At least 03 years of relevant experience of web publishing, information management & multimedia applications in the field related to Agriculture, Forestry, Livestock, and Development Sector.

#### Desirable:

- Higher qualification in the relevant field.
- Experience of working with vernacular media, organizing media events, and providing media support for thematic events.
- Experience of preparing IEC products such as newsletter, brochures, coffee table books.
- Experience with photography and graphic designing software.
- Strong oral, written and presentation skills in English.
- Working knowledge of Hindi and other local languages.

**Duties and Responsibilities:** - Under the direct supervision of the State Project Director, and in regular consultation with the State Technical Coordinator, SPMU the Communication Officer will undertake the following duties-

- Preparing state communication strategy for state and green landscape considering socio-cultural norms and practices in line with national communication strategy.
- Supporting GLIU team members in preparing communication materials for community awareness and project implementation.
- Building capacity of the GLIU and Community Resource Persons in identifying and collecting best practices, case studies for documentation.

- Document and disseminate lessons learnt, including case studies (both project and other relevant experiences) and findings from Green landscape impact monitoring.
- Supporting Team Leader to prepare periodic updates to SSC members on project progress in the Green Landscape within the state.
- Facilitate information sharing within states, between project states, and other stakeholders nationally and internationally using existing government portals, audio-visuals, social media etc.
- Supporting organization of seminars, workshops, and events and ensuring documentation and dissemination of proceedings.
- Liaising with vernacular media for publication/dissemination of project and important events updates.
- Ensuring publication of relevant posters, articles, and reports in English and respective state languages.
- Coordinating with NPMU, updating website, and any other task as and when required.

**6. Key Performance Indicators:-**

<b>Expected Outputs</b>	<b>Required Completion Dates</b>
<ul style="list-style-type: none"> <li>▪ Tasks Described above Carried out satisfactorily and certified.</li> <li>▪ Monthly report/ final report and attachments submitted and cleared.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly/ final report- upon completion of the assignment.</li> </ul>

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