TERMS OF REFERENCE

1. INTERNATIONAL ALERT – THE ORGANISATION

International Alert is one of the world’s leading peacebuilding organisations, with nearly 30 years of experience laying the foundations for peace. We work with local people in over 25 countries around the world to help them build peace, and we advise governments, organisations and companies on how to support peace. We focus on issues that influence peace, including governance, economics, gender relations, social development, climate change, and the role of businesses and international organisations in high-risk places.

International Alert has been working in Tajikistan since 2008. We facilitate dialogue between the government and civil society, promote the role and capacity of civil society organisations to bridge the gap between societal concerns and the democratic process, strengthen social partnerships and promote civic education.

2. BACKGROUND

International Alert is implementing the third phase of the “Living with Dignity” programme in Tajikistan, a programme that concentrates on preventing violence against women and girls (VAWG) in Tajikistan and allowing them to exercise their economic and decision-making rights. As part of the final year of the third phase, Alert’s representative office in Tajikistan is looking to launch a communications and advocacy campaign on VAWG prevention, drawing on 8 years of evidence of working on the issue.

3. THE RESPONSIBILITIES of the Communications Specialist:

* Collecting and Compiling field stories:

• Develop plan for regular sharing of stories from project partners

• Collect success stories, key achievement, and milestones of project activities in Hissor and Rushon districts and package them in accessible messages for target audiences at different levels

• Coordinate with Alert and partners to collect field stories

• Get key highlight stories to be published in Tajik media and social media

* Communication resources collection

• Takes photos/ videos of beneficiaries and activities in an ethical manner and with consent

• Properly documents those resources and share with communications team in Alert HQ

• Make use of those resources to be able to share to target donors, social media use and other purposes

• Review Alert’s collected data since 2016 and use it to design and implement a communications and advocacy plan to be completed by end of March 2025

* Media work:

• Establish and maintain strong relationships with local media in Tajikistan (radio, TV, print and web)

• Identify events/stories that capitalise on media opportunities and packages stories and information in compelling ways for media to report on positive works and achievements of Alert (and other partners)

• Provides support to press members during launches, campaigns and communications events in the landscapes to make sure they obtain necessary information, respond to their specific needs or interests

• Support the Project Manager with coordination of donor representatives, press, embassy, government, and civil society groups

• Graphic design/communication material production and brand management

• Produce short video clips on the stories collected from the field to be shared with communications team

• Assist managers and staff in branding matters including Alert and donor colours, logo, mission statement, vision, standards of publications and guidelines

• Provide concept to develop communication materials including poster, leaflet, brochure and other publication to support conservation work in landscapes

* Working Relationships:

• Internal – works under the supervision of the Project Manager in Tajikistan, but will also be required to liaise with the Tajikistan Country Director, and where appropriate Alert’s central comms team in London, UK.

* Planning& Organising:

• Develops clear goals that are consistent with agreed strategies;  
• Identifies priority activities and assignments;  
• Adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning;  
• Monitors and adjusts plans and actions as necessary; uses time efficiently.

* Accountability:

• Takes ownership of all responsibilities and honours commitments;  
• Delivers outputs within prescribed time, cost and quality standards;

• Operates in compliance with Alert’s regulations and rules.

* Core Competencies:

• Demonstrating/safeguarding ethics and integrity in communications;

• Innovative

• Acting as a team player and facilitating work;

• Facilitating and encouraging open communication in the team, communicating effectively

Required Skills and Experience

* Education:

• Advanced qualification (Master’s degree or equivalent experience) in communication, journalism, international relations, public administration or related field;

• 5 years of practical experience in communications or public relations or journalism

• Proficiency in functional software in graphics design applications

* Skills & Abilities

• Skills in photo and video taking

• A good understanding of the realities of public relations and communications for promoting conservation issues is preferred

• Understanding of the institutional and legal framework related to communications and public relations

• Experience engaging diverse stakeholders and extreme tact in dealing with sensitive matters.

• Excellent command of Russian and Tajik languages for communications messaging. Good command of English also required

• Must be able to travel to Hissor and Rushon on a regular basis

• Experience of working on gendered programming is preferred