

## SAMPLE TERMS OF REFERENCE

# Team Leader / Humanitarian Communications Specialist

### SCOPE OF WORK

The Team Leader and Humanitarian Communications Specialist (TL/HCS) will lead the Country Team strategic response by offering leadership skills and technical communications expertise. The TL/HCS will be deployed within a cluster, individual agency or the larger CwC Working Group, initially up to 12 weeks, with a possible extension of several months depending on the type of emergency, needs and funding, to lead in the following capacities:

#### 1. MANAGEMENT/LEADERSHIP

- Lead and manage all aspects of the deployment with the aim of providing life-saving information, improving communication with disaster-affected populations and support local media. This includes leading in-country operations and the overall program design and implementation of the inter-agency response in coordination with the lead agency in country and at HQ;
- Oversee the implementation of appropriate media assistance and training programs to support local media and strengthen efforts to create a 2-way communication with affected communities;
- Establish excellent working relationships and strategic engagement with a wide range of senior figures within the humanitarian relief community (including the Humanitarian Coordinator and Inter Cluster Coordinator), local government, local media, civil society, donor community, and military (if and when appropriate);
- Oversee timely and smooth coordination with other humanitarian responders, particularly those who are members of the Communicating with Disaster Affected Communities (CDAC) Network;
- In coordination with the Logistics and Security Officers of the host agency, ensure that security planning and procedures are up to date and respected;
- Supervise staff and subcontractors if and when appropriate.

#### 2. INFORMATION NEEDS ASSESSMENT

- The Team Leader / Humanitarian Communications Specialist (TL/HCS), in consultation and coordination with relevant cluster lead(s), individual agencies, media assistance organizations, CwC Coordinator, and other relevant partners as per the assignment, will contribute to drafting a comprehensive information and communication needs assessment, identifying gaps and defining opportunities for intervention. This also includes coordinating with Inter-Agency Needs Assessment leads, [REACH Initiative](#) and [ACAPS](#).

#### 3. STRATEGY DESIGN

- In consultation and coordination with relevant cluster lead(s), individual agencies, media assistance organizations, CwC Coordinator, and other relevant partners as per the assignment, lead in the design, implementation and evaluation of a humanitarian communications strategy.

- In order to accomplish the aforesaid, ensure community voices are taken into account during the design and implementation process and adjust strategy, if and when necessary, based on feedback from affected communities and M&E inputs.
- Promote integration of CwC approaches with national government and local response capacity.
- Articulate overall goals, activities, budget, expected outcomes and timeframe. Integrate, if appropriate and in consultation and coordination with media assistance organizations, support to local media and other trusted sources of information in the context of the humanitarian response.
- In collaboration with a Research and M&E Specialist(s), if/when deployed, ensure that baseline, progress and impact indicators are integrated into the strategy and that a methodology for regularly collecting and examining data is in place.

#### 4. IMPLEMENTATION AND M&E

- Lead implementation and M&E of program strategy on behalf of the cluster(s), individual agency or the larger CwC Working Group ensuring complementarity and alignment with a multi-sector CwC strategy designed by the CwC Working Group.

#### 5. REPRESENTATION AND ADVOCACY

- Represent the cluster(s), individual agency or the larger CwC Working Group, depending on the assignment, at key coordination and inter-agency meetings (i.e. Humanitarian Communications Group – HCG).
- Provide CDAC-Network members messaging for advocating on the need for humanitarian communication within their own agencies to ensure greater understanding and support.

#### 6. KNOWLEDGE SHARING

- Help to produce and disseminate regular information about the CwC approach, impact of interventions, lessons learned and sustainability planning through CDAC-Network member's platforms, cluster meetings, local and international media, if and when appropriate.
- Share regular feedback and updates of CDAC-Network members' CwC programs via email, social media, and other knowledge sharing means to all humanitarian stakeholders, highlighting the impact such interventions have on the emergency humanitarian response.

#### 7. INFORMATION MANAGEMENT

- Maintain and update a database with all relevant contacts (i.e. spokespersons and programmatic focal points from cluster(s) or individual agencies) from the different organizations and government departments involved in the humanitarian response.
- Contribute to program reports for donors and prospective funders, as required.

## 8. FUNDRAISING

- Contribute to fundraising efforts on behalf of the cluster(s), individual agency or the larger CwC Working Group, as per the assignment.

## 9. Reporting

- Produce regular updates, summarizing progress, achievements and identifying gaps and challenges covering all activities concerning communications with affected communities. Provide input into OCHA Situation Reports and other information products where relevant.

## 10. MISCELLANEOUS

- Perform any other job-related duty as required.

## QUALIFICATIONS

### Required

- Previous experience in designing and implementing communicating with communities programs and/or beneficiary communication;
- Capacity to understand and analyze information and communication flows within communities, in urban versus rural areas, in conflict situations and in fragile states. Understand information flows within humanitarian agencies and in the emergency response sector;
- Significant experience using media and communications in humanitarian emergency responses. Excellent interpersonal and networking skills and the ability to liaise authoritatively with representatives from the humanitarian sector, local media, local government, army/peacekeepers, and other relevant actors;
- Proven experience in the management of people and resources, particularly in managing people on the ground and in remote crisis zones (in-country or at regional level).
- Very good working knowledge of the mandates and modalities of the international humanitarian sector including the UN cluster system.
- Interest in and familiarity with new media and new digital applications for citizen journalism and information access.
- Excellent communication and reporting skills, both written and oral.
- Willingness to work in demanding, stressful, and, at times, dangerous situations under difficult living conditions. Ability to stay calm, use sound judgment and to liaise with security officials of humanitarian agencies and embassies in crisis situations to assess risk level.
- An understanding of the vision/mission, core values and objectives of the CDAC-Network and its member agencies.

- Ability to work independently as well as part of a diverse and multicultural team. Psychological resilience and a sense of humor.
- Relevant university degree (media, journalism, communications, international relations, history, anthropology, human rights and/or law degree).

#### Desirable

- Fluency in at least one other language used widely in emergency situations (i.e. Arabic, Bahasa, French, Kiswahili, Pashto, Portuguese, Russian, Spanish, and Urdu) is particularly desirable. Fluency in Farsi, Hindi or Bangla will also be a distinct advantage.
- Knowledge of citizen journalism and familiarity with ways to leverage social media will be an asset, as will knowledge and experience of mapping and crowd-sourcing and mobile technology software.