

Terms of Reference – Communication & Media Specialist**A. Background**

The Government of Assam plans to transform the quality of inland water transport services and integrate high quality passenger and vehicle ferry services into Assam's wider transport network. The Government of Assam (GOA) has received funding from the World Bank to support the Assam Inland Water Transport Project (AIWTP) which has led to the establishment of Assam Inland Water Transport Development Society (AIWTDS), under the existing Directorate of Inland Water Transport Assam, to implement the project. AIWTD Society seeks to engage an individual Consultant for effective communication with internal and external stakeholders of the Project including common citizens for enhanced public awareness about the services/facilities that are delivered under the schemes & programmes of the Assam IWT Department, Govt. of Assam.

B. Key Responsibilities.

- **Content Development** - Content development for brochures, flyers, leaflets, Advertisements, newsletters, and branding materials. Developing content for official website in coordination with concerned Officials of AIWTD Society. Basic designing, editing and proof reading of content. To develop the content for annual project report and other reports as required by WB.
- **Liaison** - Liaise with stakeholders in various official events, meetings, workshops etc. and prepare & maintain Minutes of the meeting for the same. Prepare press releases for any event organised by the Project or any event involving AIWT Project and Transport Department, Govt. of Assam. Day to day management of social media platforms of AIWTDS.
- **Outreach** - Develop IEC materials and appropriate communication strategy to reach out to the urban and rural masses to create awareness about the Project interventions, address issues related to gender sensitization, community issues, Grievance Redressal Mechanism of the Project etc in line with the World Bank communication outreach strategy and plan guidelines. Translation of Information, Education & Communication [IEC] material to local language.
- To develop a communication outreach monitoring & evaluation plan.
- **Training, Reporting & Documentation** - Competency on training and facilitating various programs, events etc. Creative writing to document best practices, processes, success stories, blogs etc, Documentation of reports and creative writing.
- **Miscellaneous** – Handle social media project profile on social media platform (FB/Twitter/Linked in etc). Post relevant project information/photos/videos on AIWTDS official website from time to time. Any other duties assigned by State Project Director /Additional State Project Director /Deputy State Project Director as appropriate.

C. Qualifications and Experience

- Applicants must have a master's degree in Communications, Social Sciences, Administrative Sciences, Political Sciences, International Relations, Marketing, Journalism, or related fields.
- Minimum ten (10) years of experience across communications and media strategy, media planning, content management, public relations, and digital/social media engagement.
- Good communication with high quality writing and drafting skills.
- Working knowledge of photo editing tools, audio-video editing tools.

D. Age Criteria: - Not more than 50 years as on 1st January, 2023.

E. Period of Service

The duration of the assignment will be initially for a period of 1 year with a provision of further extension till such time and as decided by the State Project Director, AIWTD Society.

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F. Remuneration: The monthly remuneration would be Rs 1,00,000/- to 1,20,000/- or 30% hike on the existing remuneration whichever is less. Depending on qualification, experience and competency of the candidate, the remuneration is negotiable.

