



TERMS OF REFERENCE

Communication / Public Relations Specialist

1.0 Background

The Rural Youth Employment Project (RUYE) is a three-year initiative being implemented by the Scientific Research Council since March 2010 and funded by UNDP and USAID. The overall objective of the project is to positively impact the lives of vulnerable attached and unattached targeted rural youth by equipping them with livelihood skills. The resulting output will be increased access to income generating business activities among the youth population in the Parishes of St. Ann, St. Thomas, Manchester and Trelawny. The project will contribute to the reduction of youth unemployment by increasing the ability of youth to access sustainable livelihood options.

2.0 Objective

To contract the services of a Communication / Public Relations Specialist needed to design and implement communication / public relations strategies and plan in order to positively highlight results of the RUYE Project over the project life cycle.

3.0 Scope/ Requirements

The purpose of this TOR is to solicit competitive proposals for the position advertised. The selected Consultant will be required to:

- Submit full Curriculum vitae(s), listing previous similar assignments;

RUYE Project will as is necessary, provide or make arrangements for the following:

1. Venues suitably arranged as required by Individual consultant
2. Multimedia equipment and PA systems;
3. Refreshments for participants
4. Personnel to assist with implementation of activities.

4.0 Qualification

Individual consultant must have:

- A minimum of five years of professional experience in development communications, public relations, journalism, marketing or a related field.
- Capability and proven experience in crafting communications strategies with an eye toward results-based management.
- Capability and proven experience crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- Familiarity with branding compliance.
- Excellent written, oral and interpersonal skills.
- Knowledge of Microsoft Office Software.
- A master's degree in the field of public relations, journalism or marketing is preferred.
- Familiarity with website development and social media platforms is preferred

5.0 Deliverables

- Work in concert with RUYE Project Manager, SRC's Communications Officer, stakeholders, beneficiaries and donors to develop activities that highlight and showcase donor assistance /contributions to the RUYE project.
- Design and implement a communications strategy and plan to increase awareness of the achievements of the RUYE project and its beneficiaries
- Monitor local and international press coverage and monitor effectiveness of the communications strategy. Provide feedback to inform ongoing public relations activities and future programmes.

- Assist RUYE Team in developing appropriately branded public information documentations and events.
- Organize and coordinate press events for RUYE projects, such as inaugurations, ribbon-cutting, and completion of projects. Follow up with media to ensure coverage of public events.
- Assist in the preparation of schedules, briefing materials, scene setters, briefings with RUYE Team, SRC and partners.
- Maintain a calendar of RUYE project events in close coordination with RUYE Team and our implementing partners.
- Design, develop and disseminate all outreach materials and activities to advertise beneficiaries' products to target audience and media, including outreach folders and fact sheets, newsletters, blog entries, tweets, brochures, website, photo essays, video and PSA campaigns for broadcast and print media.
- Travel to the field to get to know projects and capture success stories for dissemination through website, outreach folders and to media.
- Design, develop, market and maintain project social media page.
- Produce reports highlighting program developments, achievements and success stories.

**Apply to: Manager, Human Resource and Administration
Scientific Research Council
P. O. Box 350, Hope Gardens
Kingston 6**