



TERMS OF REFERENCE OF MANAGER COMMUNICATION

Human Resources

TOR's of Manager Communication

Contents

1. Introduction:.....	2
2. Objective:.....	2
3. Key Responsibilities:.....	2
4. Qualification and Experience:.....	2
5. Skills and Competencies:.....	3
6. Salaries and Benefits:.....	3
7. Reporting Channel:.....	3
8. Placement:.....	3

TOR's of Manager Communication

1. Introduction:

The Manager Communication is responsible for developing and implementing effective communication strategies to enhance the organization's visibility, promote its initiatives, and ensure consistent and clear communication to all stakeholders.

2. Objective:

- Develop and execute comprehensive communication plans.
- Enhance the organization's public image and brand.
- Ensure timely and accurate dissemination of information.
- Manage media relations and public engagement.

3. Key Responsibilities:

3.1. Communication Strategy:

- Develop and implement a comprehensive communication strategy that aligns with the organization's goals and objectives.
- Ensure consistent and cohesive messaging across all communication channels.

3.2. Content Creation and Management:

- Produce high-quality content for various platforms, including press releases, newsletters, social media, website
- Oversee the creation and distribution of internal communications to ensure employees are informed and engaged.

3.3. Media Relations:

- Build and maintain strong relationships with media outlets, journalists, and influencers.

3.4. Digital Communication:

- Manage the organization's digital presence, including website content, social media channels, and online campaigns.
- Monitor and analyse the effectiveness of digital communication efforts and adjust strategies as needed.

3.5. Brand Management:

- Ensure that all communication materials and activities adhere to the organization's brand guidelines.
- Work with the marketing team to develop and maintain a strong brand identity.

3.6. Crisis Communication:

- Develop and implement crisis communication plans to address potential issues and mitigate negative impacts on the organization.
- Act as the spokesperson during crisis situations and provide timely and accurate information to stakeholders.

3.7. Stakeholder Engagement:

- Identify key stakeholders and develop strategies to engage and communicate effectively with them.
- Organize and manage events, meetings, and other activities to foster positive relationships with stakeholders.
- Ensuring compliance of donor visibility.

4. Qualification and Experience:

- Master's degree in Communication, Mass Media, Journalism, or in a related field.
- Minimum of 5 years of experience in a communication role, preferably in a managerial position.
- If the qualification is not relevant, a minimum of 8 years of experience is required.

TOR's of Manager Communication

- Employee have in-depth knowledge of development sector.
- Proven experience in developing and implementing communication strategies.
- Strong writing, editing, and proofreading skills.
- Excellent interpersonal and relationship-building skills.
- Proficiency in using digital communication tools and platforms.
- Ability to work under pressure and handle multiple projects simultaneously.
- Strong organizational and project management skills.
- Knowledge of modern techniques.
- Coordination with media houses

5. Skills and Competencies:

- Strategic thinking and problem-solving abilities
- Strong leadership and team management skills.
- High level of creativity and innovation.
- Strong understanding of media relations and public relations practices.
- Ability to create videos and documentaries.
- Ability to create case studies
- Proficient in English, Urdu, and Sindhi, with strong verbal and written expertise in these languages.

6. Salaries and Benefits:

6.1. Salary:

- Salary range of PKR: 150,000 per month.
- Taxes are applicable as per law of national government.

6.2. Benefits:

- He/she would be entitled for standard benefits of SRSO as per HR policy.

7. Reporting Channel:

- Manager Communication would be reporting to Sr. Manager MER.
- Staff under supervision would report to Manager Communication, technically and/or administratively

8. Placement:

- Manager Communication would be placed at Head Office or flexibly at any suitable office of SRSO. he/she would be frequently traveling in different districts Sindh as per need.