



Government of Sierra Leone

Ministry of Basic and Senior Secondary Education

TERMS OF REFERENCE

Strategic Communications Analyst

Are you a passionate advocate for education with honed technical skills? Do you want to make a difference in the lives of children in Sierra Leone? The Ministry of Basic and Senior Secondary Education would like to hear from you!

What is the Delivery Team? The Delivery Team will be embedded within the Office of the Minister for Basic and Senior Secondary Education (MBSSE). The team will work with the Minister, and the MBSSE Senior Management Team (SMT) to ensure that priorities are defined, monitored and communicated. The team will work with the SMT to set time-bound delivery targets, develop the data flows necessary to monitor and track performance, coordinate all existing initiatives to accelerate progress, and develop a system so all functions/units within the Ministry can be accountable for delivering Free Quality School Education (FQSE). Additionally, the Delivery Team will play an important role in supporting and developing the capacity of Ministry staff to create an efficient and effective system for delivery and clear lines of accountability through focused performance measures.

How to apply:

1. Send a cover letter and CV (**no longer than 3 pages**) providing an overview of relevant experience in similar roles to recruitments@education.gov.sl
2. Shortlisted candidates will be invited to participate in a series of individual and group interviews to ensure alignment on work culture, ethics and principles
3. Deadline for submission of application is 5pm GMT on **19th June 2020**.

This position is open to Sierra Leoneans at home and abroad.

We believe that Sierra Leone is best served by a diversity of different perspectives, so we eagerly welcome people of all regions, faiths, tribes, gender identities, ages, abilities, and skills to apply for this position.

Contact us at **+23278442815/+23278002288** with any further questions.

Role: Strategic Communications Analyst

Reporting to: Head of Delivery team

Contract: 1yr 6 months (Renewable at the discretion of the Minister)

Duty Station: Freetown, Sierra Leone

Job Summary: The Strategic Communications Analyst works in close collaboration with the Communications Unit to support the development and implementation of the Ministry's internal and external communications strategy with a view to influencing the implementation of Governments Free Quality Education agenda, to promote public and media outreach on related policies, legislations, programmes, plans and activities of the Ministry

Responsibilities:

- Assist with the development of communication materials for internal and external outreach such as briefings, talking points and key messages.
- Collaborate with the Communications Unit on all the Ministry's publication activities, including writing and editing articles, newsletters, content management, norms for publishing etc., and supervise the dissemination of publications.
- Liaise with the Communications Unit to perform communication needs assessments and social media analyses in line with the overall goals and objectives of the Ministry.
- Collaborate with the Communications Unit to evaluate communication plans and make recommendations, as needed, for current and emergent strategic communications issues.
- Advise the Minister, Permanent Secretary, Head of Delivery Team and Head of Communications Unit on communication goals and objectives, public involvement, citizen engagement, media relations, social media, stakeholder involvement, and inclusion of communications components in all programmes of the Ministry.

Educational and Experience Requirement:

- A postgraduate degree in Mass Communications, media relations, publishing or any other related field.
- At least 3 years relevant working experience on Strategic Communication development, hands-on experience in design, monitoring and dissemination of policies, programmes and projects in government or a large complex organization, preferably at senior management level.

- Experience in the usage of computers and office software packages, experience in handling of web based management systems.

Competencies/Skills Required:

- Ability to think strategically and translate strategies into delivery plans on the ground, with emphasis on attention to details.
- Excellent analytical, organizational and communication skills.
- Ability to identify and define issues or risks; then apply critical thinking to recommend solutions to address issues.
- Experience of identifying and resolving project implementation bottlenecks
- Excellent inter-personal skills, diplomacy and ability to work in cross-functional teams with colleagues.
- Experience of proven mentoring or coaching skills is desirable.
- Ability to lead strategic planning, results-based management and reporting
- Experience of proven mentoring or coaching skills is desirable.
- Good knowledge of the Results Management Guide and Toolkit

Managerial Skills:

- Focuses on impact and result
- Leads team effectively and shows conflict resolution skills
- Ability to approach work with energy and a positive constructive attitude
- Demonstrates strong oral and written communication skills
- Demonstrates openness to change and ability to manage complexities

Deliverables:

- Existence of a Strategic Communication Strategy linked to program priorities of the Ministry
- Accelerated implementation of the Ministry's Policies and Programmes
- Effective management of the Communication programs and activities
- Increased coverage and understanding of the Ministry's work through development and maintenance of media contacts and providing newsworthy information to the public and partners.
- Improved engagement with the Media and other stakeholders
- Sound contributions to knowledge networks and communities of practice.