

TERMS OF REFERENCE
National Economic Council (NEC) of Somalia
Somali Integrated Statistics and Economic Planning Capacity Building Project
(SISEPCBP)

Position Title:	Communications Specialist
Reporting to:	Program Manager of the National Economic Council
Type of Appointment:	Individual Consultant
Duration:	12 months renewable upon satisfactory performance
Duty Station:	Mogadishu, Somalia

Background

The Government of the Federal Republic of Somalia established a National Economic Council (NEC) on 11th of July 2018 that provides objective evidence-based economic policy analysis and advice to the President and government on the development and implementation of domestic and international economic policy issues. The NEC is established for a term of four years that could be renewed with the approval of the Federal Government. The NEC will also assist in re-building institutional and human resources capacity within the economic and financial institutions of the country, and build on existing and on-going efforts to strengthen economic management processes and systems in Somalia. Under the National Economic Council, an Economic Policy Analysis Unit (EPAU) is established to be responsible for the day-to-day institutional support of the NEC. The Unit will be staffed with macro-economists, economic sector professionals, and development governance experts who will operate jointly with public service officials, at all relevant government agencies in charge of economic policy formulation and execution.

Objectives of the Position

The overall responsibilities of the communications specialist are to develop, manage, coordinate, network, implement, and monitor communication strategy and associated products. It is also to promote the council's work or activities on an on-going basis by engaging large audiences. The specialist will carry out all tasks in strict compliance with the rules and regulations set forth by the NEC.

Duties and Responsibilities of Communications Specialist:

The Communication Specialist shall do everything necessary to meet the responsibility of the NEC, including but not limited to, carrying out the following tasks:

- Create communications content on behalf of the NEC and ensure that the Council has a clear communication strategy and associated work plan to support the NEC objectives and get economic issues into the public domain and enhance the institution's credibility and brand

- Draft press releases, forum reports, social media content, and online articles on NEC issues such as study reports, policy briefs, updates, and other communications products.
- Ensure that the National Economic Council has a well maintained and continually developed a contact list of journalists and media outlets,
- Ensure a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the NEC's work and forums to a broader audience.
- Organize large meetings, press conferences, interviews, and press encounters.
- Draft media lines to take and ensure that messages and media engagement is aligned to NEC communications and coordinated with relevant departments and ministries.
- Manage and maintain the National Economic Council Website
- Prepare minutes of the meetings, work plans, calendars, and agenda.
- Maintain a record-keeping system for all activities of the National Economic Council.

Qualifications and Education Requirements

Education: Bachelor's degree in Public Relations, Media and Communications, Public Administration.

Experience: The Communication Specialist will need to demonstrate skills and competencies in the following areas:

- Minimum of 5 years of related experience in communications and public relations.
- Technical expertise in social media and web administration is required.
- Knowledge of strategic communications.
- Technical expertise in report writing, press release and ability to communicate clearly and effectively, and meet deadlines for publication and media releases.
- An excellent network of contacts within the Somali media community
- Knowledge of economic issues is desirable.
- Proven and substantial knowledge and experience in providing similar service to the Government Institutions
- Ability to work in a team environment
- Competence in information technology and systems is desirable Proficient in MS Office, with advanced PowerPoint skills.

Language Requirement: Proficient in written and oral English and Somali