



**Republic of Somalia
Office of the President
National Economic Council (NEC)**

TERMS OF REFERENCE

Position Title:	Communications Specialist
Reporting to:	Executive Director of the National Economic Council
Type of Appointment:	Individual Consultant
Duration:	12 months
Duty Station:	Mogadishu, Somalia
Reference Number:	SO-NEC-528760-CS-INDV

1. Background

The Government of the Federal Republic of Somalia established the National Economic Council (NEC) on The Government of the Federal Republic of Somalia established the National Economic Council (NEC) as the principal advisory body tasked with advancing coherent, inclusive, and sustainable economic policy across the nation. The Council serves as the platform where economic policies and plans are formulated, and regional and international economic cooperation are addressed.

Originally launched in 2018 by presidential decree, the NEC was later restructured in November 2022 to strengthen its role within the Office of the President, underscoring Somalia's commitment to elevating economic governance and institutional capacity.

Under its mandate, the NEC undertakes evidence-based research and provides expert policy advice to ensure that government choices align with the national economic agenda. The NEC core functions:

- Produce rigorous, evidence-based research to inform policy.
- Provide the President and Government with advisory services on socio-economic policies.
- Monitor the implementation of programs and ensure coherence of economic decision-making with the national agenda.

As Somalia pursues its long-term development goals through the 'Centennial Vision 2060: Blueprint for a Peaceful, Prosperous, and Proud Somalia,' the National Economic Council (NEC) serves a pivotal role in providing the analytical foundations and policy instruments essential to achieving these ambitions.

2. 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.

3. Duties and Responsibilities:

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

- Develop communications content on behalf of the NEC, ensuring a clear communication strategy and work plan that supports NEC objectives, promotes economic issues in the public domain, and enhances the institution's credibility and brand.
- Draft press releases, forum reports, social media content, online articles, policy briefs, study reports, and other communication materials related to NEC activities.
- Maintain and continuously update a comprehensive contact list of journalists and media outlets.
- Facilitate effective communication and ongoing collaboration with the media to ensure the NEC's work and forums reach a wider audience.
- Organize and coordinate large meetings, press conferences, interviews, and media briefings.
- Prepare media lines and ensure that all messaging and media engagements align with NEC communications strategy and are coordinated with relevant departments and ministries.
- Manage and maintain the National Economic Council's website, ensuring up-to-date content and functionality.
- Prepare meeting minutes, work plans, calendars, and agendas to support NEC operations.
- Establish and maintain a systematic record-keeping system for all NEC activities.

4. Qualifications and Education Requirements

Education: Bachelor's degree in Media, Information and Communications, Public Administration, Business Administration, or a closely related field. Advanced degree is preferred.

Experience:

The Communication Specialist will be required to demonstrate the following skills and competencies:

- A minimum of seven years of relevant experience in communications and public relations, with proven expertise in delivering similar services to government institutions.

- Strong knowledge of strategic communications, with technical proficiency in report writing, drafting press releases, and effectively conveying information while meeting publication and media deadlines.
- Demonstrated expertise in social media management and website administration.
- Competence in information technology and digital tools, including proficiency in MS Office, web design and management, video editing, graphic design, and other related digital communication tools.
- A well-established network of contacts within the Somali media community.
- Knowledge of economic issues is an asset.
- Ability to work collaboratively and effectively within a team environment.

5. Language Requirement:

Proficient in written and oral English and Somali