

Hiring Packet

Communications Associate | State Capability Enhancement Project (SCEP), Office of Development Commissioner Government of Meghalaya

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Job Description: Communications Associate | State Capability Enhancement Project (SCEP), Office of Development Commissioner Government of Meghalaya

About the Project

The State Capability Enhancement Project or SCEP is an initiative by the state leadership in Meghalaya to employ an adaptive approach for addressing complex problems. The approach of SCEP is inspired by **Problem-Driven Iterative Adaptation (PDIA)** and Ronald Heifetz' **Adaptive Leadership**, two methodologies developed at Harvard Kennedy School of Government. A key guiding principle of SCEP is facilitating collaborative and local problem-solving, and, in the process, building systems that are more responsive to development needs and can support a long-term, sustained transformation of the state. The project entails implementing and evaluating adaptive approach-inspired projects in multiple fields of importance to public welfare. Currently, there are four active projects under SCEP:

- 1. Green Meghalaya Movement:** State Rural Employment Society (SRES), under the Community and Rural Development Department (C&RD), is building state capability to facilitate and support community action to improve management of local natural resources.
- 2. Maternal & Child Health:** The Department of Health & Family Welfare is leading systemic reforms such as strengthening health facilities, improving block-level coordination of healthcare, and building community institutions to improve key health outcomes of the state.
- 3. Early Childhood Development Mission:** Government of Meghalaya is building systems to improve the health and cognitive abilities of children through ensuring adequate nutrition and childcare in the critical period of early childhood.
- 4. Women's Leadership:** Government of Meghalaya is implementing several measures to strengthen women's agency and participation in decision-making, such as developing a network of SHGs, reserving leadership positions for women in local institutions, and coaching & mentoring for leadership development.

About the Position

The Office of Development Commissioner, Government of Meghalaya is hiring Communications Associates who will work closely with the SCEP Media and Communications Lead, Development Consultants and Development Associates for robust functioning of the media & communications unit, producing reports and documentations for external audiences and

internal records and all other activities as may be assigned periodically. The content will cover all active projects under SCEP.

This is an exciting opportunity for young professionals who are looking to get hands-on experience in public policy design, project management and documentation. The Communications Associate will be based in Shillong and will be required to travel frequently to government offices and villages across Meghalaya. Following is the projected scope of responsibilities for this role:

Management of Media and Communications Unit (*~10% of time*)

- Work in close coordination with the Media and Communications Lead and Development Associates to plan activities for the media and communications unit, to highlight SCEP programmes.
- Coordinate with the team members to make sure that all the work streams are on track with project requirements and deadlines.
- Assisting Development Associates in facilitating meetings of government officials, and between government officials and non-government organizations and citizens, as and when required.

Documentation & Strategic Planning (*~60% of time*)

- Conduct primary and secondary qualitative and quantitative research, eg. interviews with stakeholders, to compile project documentation on successes, challenges and areas for improvement.
- Synthesize project learnings in internal reports for review and analysis.
- Participate in the review and analysis of quantitative & qualitative data on key indicators and outcome metrics.
- Participate in conversations aimed at outlining the strategic direction of the project, based on learnings from the field.

External Communications (*~30% of time*)

- Maintain a communication channel with all stakeholders to collect and disseminate information on the project.
- Develop key external communication materials such as policy briefs, case-studies, articles and presentations.
- Project SCEP in line with the required branding strategy across media platforms within and outside the State.
- Help organize and generate content for outreach events such as trainings, workshops and conferences with stakeholders, practitioners and researchers.

About You

We are seeking someone who has the following attributes:

- Graduate or Post Graduate in Mass Communication & Journalism or in a relevant field such as public administration, public health, environmental policy, education, gender studies, economics and management from a recognised institution. Candidates from other disciplines with exceptional demonstrated skills may also apply.

- 4+ years of relevant work experience in the media and communications sector, with published articles or write ups in one or more websites/journals.
- Candidates having an ability to make good PowerPoint presentations and other communication materials will be preferred.
- Ability to speak and write in any local language (Khasi, Garo, Pnar) would be an added advantage, but not a necessary criterion.
- A demonstrated skill in photography/videography/video editing/graphic designing is preferable.
- Strong knowledge of communication practices and techniques.
- Hands-on experience in content management.
- Ability to deliver creative content (text, image and video).
- Good knowledge of SEO, keyword research, social media tools and google analytics.
- Passionate about working in development and demonstrated interest in helping communities improve development outcomes.
- Ability to get up to speed quickly on new content areas and build new relationships.
- Strong listening, verbal, and written communication skills; able to effectively synthesize information and calibrate communication to connect with diverse audiences.
- Intellectual curiosity and sense of humor!

Terms

This is a full-time role based in Shillong. Communications Associates will be offered a one-year contract initially, with possibility for extension, and will be paid INR 35,000 per month. This position will be within the Office of the Development Commissioner, reporting to the Media & Communications Lead, and to the Development Commissioner.

To Apply

To Apply for this role, you can either submit your latest resume, cover letter with the application form and a few work samples to the following email address: scep.communication@gmail.com. You may also submit a scanned application to the above email address. Please clearly mention the position applied for in the subject line.

OR

Application can also be submitted as hard copies to the O/o Meghalaya Basin Development Authority, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong, Meghalaya – 793003.

Communications Associate | Application Form

This is the application form to apply for the position of Communications Associate in the Office of the Development Commissioner, Planning Department, Government of Meghalaya. Please use this form if you are not able to use the application link in the JD.

Full Name
Contact Information (Email Address & Phone Number)

Education History

Please provide information on your education credentials. You can add information up to two degrees. If you have more than two degrees, please provide information on the two most relevant degrees.

Degree #1 (Required)
Name of College, University, etc
Name of Degree
Grade Percentage or Rank
Year of Degree

Degree #2 (Optional)	
Name of College, University, etc	
Name of Degree	
Grade Percentage or Rank	
Year of Degree	

Work Experience

Please provide information on your work experience. If you have more than two work experiences, please provide information on the two most relevant experiences.

Experience #1 (Required)	
Name of Organization or Company	Position & Brief Description of the Experience

<p>Time Period of Employment <i>(Eg. Jan 2019 to June 2020)</i></p>	
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Experience #2 (Optional)	
<p>Name of Organization or Company</p>	<p>Position & Brief Description of the Experience</p>
<p>Time Period of Employment <i>(Eg. Jan 2019 to Jun 2020)</i></p>	

Please watch the video on 'State Capability' by Lant Pritchett by clicking on the following link

<https://youtu.be/3RGhdrq1ZyU>

Based on the video, please answer the following questions

Question 1)

Prepare a report, in simple words, on what Lant Pritchett tries to explain, citing examples about the concept, in the context of Meghalaya

(Please limit your response to 500 words)

Question 2)

What are your reflections from the explainer video? You could describe what you found surprising or interesting or what you agree/disagree with. You can also use examples from your work experience for your reflection.

(Please limit your response to 300 words)

