

# **Hiring Packet**

## **Media & Communications Lead | State Capability Enhancement Project (SCEP), Office of Development Commissioner Government of Meghalaya**

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# **Job Description: Media & Communications Lead | 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 a Media & Communications lead who will work closely with the Development Commissioner, SCEP Development Consultant/s, Development Associates to manage the media & communications unit and evaluate project implementation, lead project learning and adaptation, and produce reports and documentation for external audiences and internal records. The content will cover all active projects under SCEP.

This is an exciting opportunity for mid-career professionals who are looking to get hands-on experience in public policy design, project management and documentation. The Media & Communications lead 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** (*~20% of time*)

- Outline the strategy and work plan of the Media and Communications unit, and develop internal milestones.
- Develop and maintain the media project tracker, documents, project folders and project logs.
- Work in close coordination with project Development Consultants and Associates to plan activities for the media and communications unit, to highlight SCEP programmes.
- Manage the work of Communications Associates and other team members to make sure that all the work streams are on track with project requirements and deadlines.
- Coordinate with external partners on documentation and evaluation work.

### **Documentation & Strategic Planning** (*~50% 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.
- Participate in the review and analysis of quantitative & qualitative data on key indicators and outcome metrics.
- Synthesize project learnings in internal reports for review and analysis.
- Participate in conversations aimed at outlining the strategic direction of the project, based on learnings from the field.

### **External Communications & Outreach** (*~30% of time*)

- Maintain a communication channel with all stakeholders to collect and disseminate information on the project.
- Lead the SCEP branding strategy across media platforms within and outside the State.
- Maintain the SCEP website and social media platforms.
- Develop key external communication materials such as policy briefs, case-studies, reports, articles, and presentations.
- Lead work on video and documentary productions of SCEP activities, including managing relationships with external agencies and contractors for the same.
- 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:

- 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.
- 5+ years of relevant work experience in the media and communications sector, with published articles or write ups in one or more websites/journals.
- Ability to make good PowerPoint presentations and be well versed in MS Office.
- 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 (but not mandatory).
- 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 sector 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. The Media & Communications Lead will be offered a one-year contract initially, with possibility for extension, and will be paid INR 50,000 per month. This position will be within the Office of the Development Commissioner, reporting 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](mailto:scep.communication@gmail.com). You may also submit a scanned application to the above email address.

## 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.

# Media & Communications Lead | Application Form

This is the application form to apply for the position of Media & Communications Lead 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.

<b>Full Name</b>
<b>Contact Information (Email Address &amp; Phone Number)</b>

## 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.

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

<b>Degree #2 (Optional)</b>	
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.

<b>Experience #1 (Required)</b>	
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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<b>Experience #2 (Optional)</b>	
<p>Name of Organization or Company</p>	<p>Position &amp; Brief Description of the Experience</p>
<p>Time Period of Employment <i>(Eg. Jan 2019 to Jun 2020)</i></p>	





**Please watch the explainer video on 'State Capability Enhancement Model' by Mr. Sampath Kumar by clicking on the following link**

<https://youtu.be/cOvqX8LHnco>

**After watching the video, please answer the following questions**

### **Question 1)**

**Prepare a comprehensive Media & Communications Strategy for Meghalaya's State Capability Enhancement Model, while keeping in mind the core principles of the model.**

### **Question 2)**

**What has been the biggest challenge that you may have faced in your professional career/professional roles, especially with respect to team management? What steps did you take to address the challenge? Were you able to resolve the issue?**

*(Please limit your response to 500 words)*

### **Question 3)**

**What prompted you to apply for this position? How do you think you can add value to this project?**

*(Please limit your response to 300 words)*

