SENIOR PROJECT OFFICER - COMMUNICATION AND ADVOCACY
NWM-TISS WATER PROJECT

<table>
<thead>
<tr>
<th>Name of the Position</th>
<th>Sr. Project Officer - Communications and Advocacy</th>
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<tbody>
<tr>
<td>POSITION CODE</td>
<td>SPO-CA</td>
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<tr>
<td>No. of Positions</td>
<td>01</td>
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<tr>
<td>Location</td>
<td>New Delhi</td>
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<tr>
<td>Duration</td>
<td>10 Months (extendable)</td>
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<tr>
<td>Total Salary</td>
<td>Rs 40,000 to 50,000/- per month</td>
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About the Position:
As Senior Communications and Advocacy Officer, you will be primarily responsible for designing, strategizing, planning, development and implementation of an effective communication campaign, advocating for riven basin approach to water management and overall sustainable regional development. You will collaborate with other Sr/ project officers and report to the Project Manager.

General Description:
Responsible for design and drafting of an effective communications and advocacy strategy, ensure production of promotional materials including newsletters, reports and other relevant material in line with the overall project strategy. Develop a framework for building strategic collaboration across national, regional platforms, and social media networks. Serves as an effective spokesperson, and cultivate working relationships with counterparts in other institutions and organisation and the development sector at large, to forge partnerships and garner support for the project. Work with a team of regional project officers, guiding and handholding them in designing, developing and implementing a regional communication strategy, along with partner organisations (lead and filed NGOs), based on the key issues in the region. Evaluates results and influence of communications activities; follow though developments in water sector and engage with media effectively. Increase the scope of the project by leveraging all forms of partnerships towards, ‘Goal-II: Promotion of citizen and state action for water conservation, augmentation and preservation’, of the National Water Mission. The above description reflects the general overview of the profile, and does not necessarily include all the details of the work requirements inherent in the position, which will emerge as the project progresses.

Essential Role and Functions:
- Develop strategic partnerships across key constituencies such as civil society groups, campaign and advocacy professionals/ counterparts, media and other water related state and national institutions and other stakeholders to garner support and advocate for river basin approach to water management and sustainable regional development.
- Serve as a spokesperson/ principal communications and advocacy liaison to media, social networks and other platforms, governmental...
bodies, national groups, public and private sector organizations/ CSR wings, and constructively mediate for focus on water sector in their programmes.

- Liaise with a variety of organisations; cultivate working relationships, including visits, attending workshops and conferences to share the projects’ vision and objectives and network for leveraging all forms of partnerships and new collaborations in line with the overall project strategy.
- Take lead in organizing media outreach, design and deploy campaigns in line with the overall project strategy. Work cooperatively in partnership with regional Lead and Field agencies on river basin issues and support in campaigns and outreach activities.
- Arranges all media contacts, press briefings, and interviews and create a database; provide talking points and other materials as needed for senior staff; responds to media inquiries quickly and effectively.
- Oversee production of a diverse range of information products (including audio/visual communications) in support of the project outcomes and impacts.
- Build information networks, oversee maintenance and availability of information through the NWM-TISS Date Centre, develop outreach activities, and support technical team in developing coherent messaging through web-based content.
- Provide advice and expertise to senior management on a range of advocacy and outreach issues, methods, approaches; anticipates and resolves communications issues/problems.
- Perform other duties as may be assigned by senior management, for the development of the regional network of organisations.

Qualifications and Experience:
Masters in Mass communications, Environmental Education, Media Studies, Journalism, or Public Administration or any other related fields. Persons with other education qualification could be considered based on relevant experience in the field of water resources, campaigning, advocacy, environmental communication/ education and outreach programmes.

A total of 6-7 years, including at least 1-2 years of hands on experience in leading effective communications and advocacy/ managing campaigns in the field of - community development, public health and social services, environmental education/ communication, rural development or any other social sector. Experience in water sector will be an advantage.