



**JOBE DESCRIPTION**  
COMMUNICATIONS & INFORMATION TECHNOLOGY OFFICER

<b>JOB TITLE:</b>	<b>COMMUNICATIONS &amp; IT OFFICER</b>
<b>Reporting to:</b>	CLGF Project Team
<b>PURPOSE OF JOB</b>	

1. Within the parameters set by the CLGF project manager & CLGF Strategic advisor:
  - (a) Develop and deliver a Project Communications Strategy and Websites
  - (b) Support preparation and delivery of learning tools for local government councillors & Local Council Associations (LCAs) Executive and Committee members
  - (c) Support preparation of video recording, editing, voice over, uploading and sharing
  - (d) Support the preparation and delivery of the project events and the National Conference

**MAIN DUTIES**

*Develop and deliver on CLGF Project Communications Strategy*

To be responsible for the implementation of the overall CLGF Pakistan Project Communications strategy, specifically:

- a) Responsibility for developing and overseeing CLGF’s Pakistan project Communication strategy.
- b) Editorial responsibility and where agreed, providing editorial and other written inputs/copy for CLGF publications/reports.
- c) In conjunction with the programme staff and LCA coordinators, produce and disseminate project publications such as provincial and national position papers, publications & studies, new stories, case studies and any other media products as assigned.
- d) Responsibility for management and updating of the project website and e-publications, and supporting the LCA coordinators and other LCA staff to prepare content for the web & manage provincial LCA webpages.
- e) E-news: Compiling and distributing regular news
- f) Social media: managing CLGF Pakistan project social media strategy (covering national and provincial actions), developing social media plans for specific project events including maintaining twitter feeds and developing and maintaining other social media as appropriate
- g) Communications with members: Working with other team members to develop and implement a targeted communications plan for membership retention and recruitment



assistance of CLGF, ADLG and the four Provincial LCAS, including information for new and prospective members, production of specialised membership materials, support for membership campaigns, and ensuring that members are receiving regular communications.

- h) Responsibility for monitoring of media, media strategy/relations (notably local government media) and develop CLGF media statements and support the four LCAs and ADLG to develop media statements for their organisations.
- i) Liaison on communications/media issues with the Provincial LCAs and the ADLG, as well reaching out to Ministries, intergovernmental organisations, and other partners as necessary.
- j) Liaison with CLGF head office for inclusion of Pakistan priorities, learning and stories in the delivery of the wider CLGF communications strategy.

#### ***Support preparation and delivery of learning tools***

- a) Support CLGF Strategic Advisor and CLGF HQ team on the identification of areas for development of learning tool methodologies
- b) Develop and produce high quality learning tools using a variety of media, from traditional to online & interactive
- c) Source tech providers for development of online learning tools
- d) Maintain LCA websites & monitor use, including that of tools

#### ***Support preparation of video recording, editing & voice over, uploading and sharing***

- a) Responsibility to work on word press web maintenance of LCAs.
- b) Responsible to promote and manage actions of LCAs on social media e.g. Facebook, Twitter, LinkedIn, Instagram, YouTube.
- c) Responsible for events video shooting + editing + uploading on YouTube.
- d) Responsibility for data entry in websites by using admin Panel.
- e) Responsibility of designing of documents and promotion material of LCAs.
- f) Responsible of printing of document e.g. word, wxcel, pdf, ppt, in-page.

#### ***Support preparation and delivery of the project events and the National conference***

Support the CLGF Strategic Advisor and CLGF HQ team to:

- a) Develop the conference programme and communications strategy taking into consideration key political events, the priorities of the LCAs and ADLG and wider best practice in Commonwealth Local Government
- b) Conference preparations (assisting the Strategic Advisor & LCA Coordinators) venue/hotel liaison, protocol & security issues, marketing strategy, oversight of booking and registration process, production of Conference documentation/materials etc.



- c) Lead on all media and communications work before during and after the conference to ensure maximum impact, including monitoring coverage
- d) Production of Conference report.
- e) Preparation and implementation of other CLGF and LCA policy events/meetings.
- f) Engagement with external and corporate partners
- g) Undertaking such other tasks and responsibilities as may reasonably be required.

## **PERSON SPECIFICATION**

### **Education/experience**

- Educated to degree standard.
- Relevant qualifications or experience in event management and communications/information management/web development.
- At least two year experience of event organisation and information/web management.
- Previous experience of organising international events is desirable.
- Experience of using content managed website and managerial skill to run a YouTube channel.

### **Knowledge and understanding**

- Proven skills in PR/communications delivery including ability to edit and oversee production of publications/ associated contractual arrangements
- Experience in media relations
- Events management support skills
- Experience of direct interaction with senior government and other policy makers
- Awareness of current policy issues regarding public sector/local government reforms
- Awareness of developmental and local government issues in Pakistan an advantage

### **General**

- Excellent IT and Multi-media skills
- Experience of using ICT as a communications tool including specialised websites
- Ability to work unsupervised
- Willingness to travel overseas