

Sindh Agricultural & Forestry Workers Coordinating Organization (SAFWCO)

JOB DESCRIPTION

MONITORING and COMMUNICATION SPECIALIST

The Growth for Rural Advancement and Sustainable Progress (GRASP)

BRIEF OF PARTNER ORGANIZATION:

Sindh Agricultural and Forestry Workers Coordinating Organization—SAFWCO as a non-government, not-for-profit, right-based organization working in Pakistan since 1986, Safwco initiated a process of social mobilization in District Sanghar, registered under Society Act 1860 in 1992 now its journey extended over all Sindh by mainstreaming rural population. SAFWCO has worked under thematic lines of disaster relief, Agriculture, Health, Education, WASH (Water sanitation and hygiene), livelihood, advocacy, governance and gender.

BRIEF OF PPAF: Within the GRASP project, the Pakistan Poverty Alleviation Fund (PPAF) is mandated to lead the monitoring and evaluation of the project. PPAF is the lead apex institution for community-driven development in the country. PPAF was registered in February 1997 under Section 42 of the Companies Ordinance 1984 (now Companies Act 2017) as a not-for-profit company. PPAF's mission is to transform the lives of the poor to create a more equitable and prosperous Pakistan. It has outreach in 147 districts across all four provinces and regions of the country, supporting communities to access improved infrastructure, energy, health, education, livelihoods, and finance, and develop resilience to disasters. It serves the poorest and most marginalized rural households and communities across the country providing them with an array of financial and non-financial services. PPAF aims to ensure that its core values of social inclusion, participation, accountability, transparency, and stewardship are built into all processes and programs. For a complete profile, please visit our website at <http://www.ppaf.org.pk>

BRIEF OF GRASP: The Growth for Rural Advancement and Sustainable Progress (GRASP) is a six-year Project, funded by the European Union and implemented by a consortium led by the International Trade Centre (ITC), including the Food and Agricultural Organization (FAO) and Pakistan Poverty Alleviation Fund (PPAF) as implementing partners. GRASP's overall objective is to support poverty reduction and sustainable and inclusive economic growth in rural areas of Pakistan. The project's specific objective is to support gender-inclusive income and employment generation, enhanced productivity, and profitability of small and medium enterprises (SMEs) involved in primary production, service provision, and value addition in and around selected clusters of value chains. The project is being implemented in 96 Union Councils (UCs) from 22 selected districts of Balochistan (Quetta, Kech, Kharan, Khuzdar, Lasbela, Musakhel, Nushki, Panjgur, Pishin, and Zhob) and Sindh (Karachi, Hyderabad, Sajawal, Thatta, Tando Mohammad Khan, Matiari, Mirpurkhas, Tando Allah Yar, Shaheed Benazirabad, Sanghar, Khairpur, and Tharparker). Targeted value chains are Onion, Dates, Olives, Grapes, Livestock: Sheep (live animals, wool, and meat), Goat (live animals and meat), backyard poultry (and related products) in Balochistan, and Onions, Dates, Tomatoes, Mangoes, Banana, Livestock; Cattle (live animals, milk and meat), Goat (live animals and meat) in Sindh province. PPAF has engaged seven Partner Organizations (POs), three in Balochistan and four in Sindh to facilitate rural /business mobilization across 22 districts.

As such, the GRASP contributes directly to the attainment of the 2030 Agenda for Sustainable Development, and Sustainable Development Goals (SDG), specifically SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth) and SDG 13 (Climate Action).

THE POSITION: It's a specialist level position, located at the PO office in SAFWCO Office Hyderabad. Under the direct supervision of Project Management and in close collaboration with the PPAF GRASP Monitoring and Communication the incumbent should be responsible for the overall outreach of communication/information/public relations activities of the project as well as ensure due reporting.

SIGNIFICANCE OF THE POSITION: The Monitoring and Communication Specialist's role is pivotal in institutionalizing M&E strategies, maintaining data collection standards, supporting evaluations, and enhancing GRASP's tracking capabilities. Emphasis on beneficiary feedback ensures accountability and transparency. Monthly reviews, capacity building, and technical support bolster M&E effectiveness. Additionally, the specialist spearheads a comprehensive communications strategy, crafting compelling content for diverse platforms, organizing field visits, coordinating with donors, and adapting to industry changes, thus enhancing program visibility and impact.

The Monitoring and Communication Specialist ensures tracking of the impact, results, and visibility of the GRASP.

MORE SPECIFICALLY:

1. Facilitate GRASP M&E team in institutionalization of M&E Framework and strategy.
2. Follow /use the developed data collection tools for routine tracking and or need-based/planned studies or tracking of beneficiaries.
3. Follow the developed reporting formats for progress reporting per the agreed frequency specified under section D (Reporting) in the Project document.
4. Support and facilitate evaluations, assessments, and surveys undertaken by the GRASP M&E team or any consultants engaged for the purpose.
5. Ensure GRASP beneficiary complaint and feedback mechanism is implemented in letter and spirit by highlighting its importance and creating awareness for it at all project activity sites, own offices, and website.
6. Conduct monthly progress review meetings with stakeholders at agreed frequency and develop and share minutes /developments accordingly.
7. Participate in capacity building of POs on MIS and M&E tools.
8. Enter M&E reports and data to MIS every month at least.
9. Participate /facilitate technical backstopping and facilitation events organized by M&E and/or MIS team.
10. Nominate /participate in capacity building and exposure visits planned for M&E /Program Staff
11. Support /facilitate PPAF GRASP M&E team in any additional requirements in view of tracking and reporting GRASP progress and results.
12. Implement PPAF and GRASP communications strategy and protocols and plan that layout activities to enhance GRASP's visibility.
13. Develop communications content to be published on traditional media and digital media platforms.
14. Conduct field visits to gather information on success stories for compiling and developing testimonials and other relevant communications material.
15. Create engaging content including press releases, articles, blog posts, and social media updates to raise awareness about the GRASP's initiatives and impact.
16. Compile and develop content for GRASP IEC material.
17. Coordinate with and assist PPAF's communications team in GRASP promotion and visibility activities.
18. Coordinate media outreach efforts and secure coverage in relevant publications to increase visibility and support for the Programme.
19. Organize events, workshops, and other public engagement activities.
20. Follow social and humanitarian developments relevant to GRASP's mandate and proactively adapt the communications plan according to it.
21. Maintain the communications library organized and inventories updated.
22. Support communication-related training and coaching for relevant staff and departments.

INTERNAL AND EXTERNAL INTERACTION:

1. **Internal Interaction:** all functional departments of SAFWCO

2. **External Interaction:** PPAF, ITC, FAO, SMEDA, Financial Institutions, Partner Organizations (POs), Consulting Firms, Consultants, SMEs/communities, and any other stakeholders, etc.

EDUCATION, EXPERIENCE AND REQUIRED SKILLS:

1. At least 16 years of education in Master's in Mass Communication, or MBA Media Communication, Master's in social sciences, or Project Management, or Master's in Business Administration, or Master's in Public Administration, or relevant education from a HEC-recognized institute.
2. At least 05 years of related experience in Monitoring and Communication in the development sector preferably with a Monitoring and Communication with 01 year of team management role in a renowned international/national organization.
3. Be proactive, energetic, committed, and innovative.
4. Ability to track and measure progress against agreed indicators, identify areas of improvement, and adjust plans accordingly.
5. Survey and data analysis skills.
6. Excellent writing, communication, and organization skills.
7. Excellent computer skills (including Pagemaker, PhotoShop, PowerPoint etc.).
8. Sound knowledge of modern information technologies including websites and social media.
9. Good interpersonal skills, diligent, open-minded, and dedicated.
10. Excellent teamwork skills.

KPIS (PERFORMANCE INDICATORS)

1. Field Monitoring Visits (Monthly/Quarterly) and quarterly tracking of MSMEs progress
2. Continuous implementation and activity monitoring across all outputs and work plan activities
3. Monthly Progress Reports developed against work plan.
4. Quarterly Reports developed against work plan and log frame respectively.
5. Bi-annual Reports developed against work plan and log frame respectively.
6. Annual Reports developed against the work plan and log frame respectively.
7. Monthly lesson learned and experience sharing.
8. Develop and publish a variety of 10 – 12 social media post every month including but not limited to static posts, reels, videos, infographics, etc.
9. Ensure consistent rise in social media traffic, engagement, new followers, likes, shares, comments, gained, etc.
10. Share at least 2 high-quality success stories (videos filmed in HD format) and 5 high-definition with donors/PPAF every month.
11. Submit 2 – 3 unique case studies and relevant high-definition pictures with donors/PPAF every month.
12. Design and execute at least 2 media campaigns in a year.
13. Ensure quality media coverage every alternate month regarding GRASP's activities, including press releases, articles, and interviews in relevant media outlets.