

GOVERNMENT OF ODISHA
SPORTS & YOUTH SERVICES DEPARTMENT
C-1, Nayapalli, Bhubaneswar-751012

**ENGAGEMENT OF COMMUNICATION SPECIALIST ON A SHORT TERM CONSULTANCY
BASIS FOR THE YOUTH CONNECT AND ENGAGEMENT PROGRAMME**

Applications are invited from eligible candidates for engagement of Communication Specialist on a short term consultancy basis in the Department of Sports & Youth Services.

The details of terms of reference, required qualification & experience, consultancy fees of the respective position can be viewed/downloaded from Sports & Youth Services Department website: www.dsysodisha.gov.in

The signed application along with supporting documents is to be sent by Speed Post/Registered Post with title of the position superscribed on the envelope to reach the undersigned by the due date. The application may also be mailed in pdf format to sportsandys@gmail.com. The title of the position must be mentioned at the subject line of the mail.

The last date for submission of application is 22nd September'2017.

Sd/-

Director, Sports & Youth Services

Terms of Reference for Consultant-Communication Specialist

Position Title	:	Communication Specialist
Reporting to	:	Director, Sports & Youth Services, Government of Odisha
Nature of Position:	:	Short Term Consultancy
Duration	:	Initially till December 2017
Location	:	Bhubaneswar, Odisha

Background:

With an aim to encash upon the demographic dividend of youth, the Government of Odisha launched the Odisha State Youth Policy 2013 which envisions expansion of opportunities for young people through appropriate programmes and policies. Subsequent to the announcement of the Youth Policy, the State Government through its different departments has intervened and intensified efforts to align many initiatives and programmes for youth empowerment in the State. As mandated under the Youth Policy, the State Government in partnership with United Nations Population Fund (UNFPA) launched the ambitious 'Active Citizenship Programme' on 2nd October 2014 with a focus on promoting life skills, leadership and active citizenship among youth in educational institutions across the state.

With the aim to rebuild on the Active Citizenship Programme and further intensify the youth interventions in the State, the Department of Sports & Youth Services has planned to roll out the Youth Connect Programme under the flagship scheme 'Biju Yuva Sashaktikaran Yojna'. The programme envisages to nurture leadership & volunteerism amongst youth, instill self confidence and spirit of community engagement so that the youth are enabled, empowered and engaged positively in the overall development of the State. Under the proposed programme, the key strategy is to promote social entrepreneurship and leadership among youth.

Department of Sports & Youth Services intends to hire a Communication Consultant on a short term consultancy basis to design communication strategy and action plan for the youth interventions including advocacy and campaign strategy, resource and communication materials and knowledge management of the Youth Programmes. The Communication consultant will support the programme under Department of Sports &

Youth Services and extend necessary support to design standardized modules for the youth leadership trainings other youth programmes across the State.

Objectives of engaging the communication specialist:

- a. To plan, prepare and implement an action plan on communication strategy for the youth programme.
- b. To establish successful process of communication and maintain regular contact and close collaboration with the media to communicate the impact stories of youth programme the outer world.
- c. To promote participation of all the stakeholders in the project for sustainability.
- d. To develop IEC material based on the need assessment and ensure that, it reaches all the stake holders through different communication channels.
- e. Documentation of the project progress reports.

Job Responsibilities:

1. Develop a communication strategy and action plan for the youth intervention including information on objectives, audiences, messages, resources, timescales, tools and activities.
2. Develop user-friendly and high quality Information, Education and Communication (IEC) material (such as handouts, posters, brochures, video documentary films and photo documentation, success stories booklet etc.) for communication of the youth activities to the public and stake holders.
3. Develop advocacy and campaign strategy for youth leadership and development
4. Prepare bi-monthly newsletters on Youth Interventions progress and forthcoming activities.
5. To regularly monitor the mass media and put up reports/rejoinders.
6. Support communication activities through knowledge management and information exchange
7. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.

Qualification

The consultant must have a minimum of PG Diploma in Mass Communication, Journalism, Public Relations.

Experience:

- Minimum 10 years of relevant professional experience in communication and media relations in reputed government or private either national or international
- Relevant experience in reporting, working with national and international dailies, experience in working with stakeholders viz; government, corporate bodies and international organizations will be preferred
- Ability to draft clearly and concisely, ideas and concepts in written and oral form; specific skills in writing press releases and articles/stories for print and electronic media
- Knowledge of computers is essential

Assignment Term

The candidate will be hired purely on contractual basis for a period of three months (till December 2017).

Compensation and other benefit

The total consultancy fees for the period of three months is Rs 4,50,000/- (Four Lakhs Fifty Thousand only). The release of payment will be based on the deliverables as mentioned below.

Payment Schedule

Month	Deliverables	Payment Schedule
October	Design of the action plan and communication strategy	40% of the total amount
November	Designing of campaign and advocacy materials	30% of the total amount
December	Knowledge Management (Development of Newsletters, updation in the social media, media coverage of impact stories)	Remaining 30% of the total amount

(*Other allowance – Laptop, mobile and Internet allowance @ Rs. 2,500/- per month, for field visit consultant will take due approval and will be paid allowances on an average of Rs.5000 per month on actual basis on production of relevant travel and hotel bills)