

## 5. Annexure

### Annexure 1: Details of the Post of Communication Officer

#### Qualifications:

1. Post Graduate Degree in Mass Communication / Journalism or other related fields
2. Minimum 4-5 years of professional experience in doing communication and media work, preferably with a Government Agency or PSU
3. Strong analytical and conceptualization skills and ability to think strategically
4. Good communication skills (writing and speaking) in Hindi and English
5. Highly developed writing skills; able to write press releases, letters, briefs, etc.
6. Proven experience of using MS office application (Word, Excel, Access and PowerPoint) and desktop publishing software, knowledge and skill in graphic design a plus.
7. Proven ability to design effective communication products, lead formulation of communication messages and strategies;
8. Ability to work on own initiative to build on and develop the job, combined with the ability to work effectively as part of a team
9. Strong presentation skills
10. Proven ability to develop relationships with the media, other organizations, and networks
11. Good program management skills
12. Openness to travel is required

#### Job Description:

1. Develop and manage the communication activities and budget for the Sagarmala Programme

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2. Prepare proposals / agendas / notes / write ups / presentations etc. for Ministry of Shipping and SDC for the consideration of Central Line Ministries, State Governments, Ports, SMBs and other agencies
3. Develop and manage the content on the Sagarmala website, on a regular basis, in consultation with the Ministry of Shipping and SDC. Recommend enhancements to the website design and functionalities in consultation with the Ministry of Shipping and coordinate with the selected Website Development Agency to incorporate the same in the website.
4. Manage the social media handles (including but not limited to Facebook and Twitter) and other online digital forums (such as Youtube, blogs, online discussion forums etc.) for the Sagarmala Programme and SDC. Post regular updates in the online forums in consultation with the PIB, Ministry of Shipping and SDC. Content should be developed as per the requirements of the online forum used.
5. Develop the content and design for the Sagarmala newsletter in consultation with the Ministry of Shipping and SDC.
6. Work with the Ministry of Shipping and SDC to develop the Terms of Reference for appointing consultants / other agencies for communication and media related activities of the Sagarmala Programme and SDC
7. Coordinate with the Ministry of Shipping and SDC to organize 3-4 key events, planned during the year, as part of Sagarmala Programme. As part of the event management activities:
  - i. Prepare detailed session schedules, agenda notes, write ups, presentations before each meeting, in consultation with the Ministry of Shipping and SDC
  - ii. Prepare and submit meeting minutes after every meeting for necessary actions and follow ups
  - iii. Coordinate with the Multi-Media Creative Agency and other vendors / agencies, appointed for the Sagarmala Programme, to develop the designs for brochures, banners, posters standees, hoardings, branding collaterals, delegation kits etc. for the events in consultation with the Ministry of Shipping and SDC

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- iv. Coordinate with the PIB to organize press conferences, media briefing and prepare press releases / reports / press kit / talking points for the events as per the requirements of the Ministry of Shipping and SDC.
  - v. Manage the Sagarmala website and social media handles to provide coverage / updates on the events
8. Coordinate with and monitor the Multi-Media Creative Agency, appointed for the Sagarmala Programme, in the development and implementation of the media and branding plan of the Sagarmala Programme
  9. Update and maintain a contact list of Sagarmala stakeholders (Central Line Ministries, State Governments and Non-Governmental Organizations) for regular distribution and sharing of Sagarmala related material
  10. Contribute to the development, review and updating of the SDC strategy plan / Annual Plan including the operational action plan of SDC
  11. Advise SDC and Ministry of Shipping on budget requirements for communication and media activities of Sagarmala Programme, ensuring effective use of resources, and support fundraising
  12. Ensure the integration of communications and media work in all aspects of the Sagarmala Programme and SDC activities by providing support to Ministry of Shipping, SDC and other Sagarmala stakeholders
  13. Develop and implement a clear communications and media protocol for the Sagarmala Programme ensuring that this is consistent with the guidelines and principles of SDC and Ministry of Shipping
  14. Build capacity of SDC in relation to communications and media through the development of guidelines, training materials and programs, and briefing staff on campaign objectives and messages
  15. Help Ministry of Shipping, SDC and other Sagarmala stakeholders prepare for media interviews ensuring that all agreed guidelines and protocol are observed
  16. Support the communication activities of the Sagarmala Community Development Fund