

**Role Profile: Communication, Knowledge Management, ICT**

**Main Purpose of Role:** The ideal candidate shall:-  
 Undertake system analysis of the data needs and input formats for CYSD Programmes  
 Prepare training course material on knowledge management and use of MIS  
 Provide training to staff members on knowledge management and use of MIS  
 Design of the output reports based on the pre-defined and customised formats.  
 Analyse reports/data/audio visual material and generation of communication reports To influence key stakeholders, including the media, policy makers and the public at large  
 Promote CYSD actions and services to a broad audience and get people to take action: donations, advocacy or other type of support  
 Ensure the provision of books, material and other resources to build the Knowledge Management Centre of CYSD  
 Support application of ICT for efficient programme management, monitoring and reporting

**Specific responsibilities**

**Communication strategy**

- Streamline institutional learning, process documentation and knowledge management activities
- Develop the communication plans and policies
- Develop associated programs in line with strategic orientation and theme teams specific needs
- Ensure integration of technology as an enabling communications tools: interactive web site, radio, VRC

**Institutional communication:**

- Prepare the annual report
- Review and produce brochures and collateral materials
- Manage web site content and ensure publishing is participatory

**Events and representation:**

- Organize events
- Represent CYSD at events, conferences, shows

**External communication/Public Relations**

- Organize pro-active media relations
- Organize interviews and meetings with other influencers
- Develop and disseminate multi-media materials to showcase CYSD work (case study, newsletter, clips or audio on web sites...)
- Support programmes in advocacy by providing communication material and web

**Line Manager: Learning and Accountability Director**

**Supervisory Duties:**

- Communication and PR manager/Publication – Library team

**Other Roles & Responsibility:**

- To be aware of and abide by policies, procedures and systems of CYSD
- To be a proactive member of CYSD and advocate wherever possible for its work
- To undertake any other reasonable duties as and when required dependent on the needs of the organisation

**PERSON SPECIFICATION**

**E\***

**D\***

<b>Education Qualifications</b>	Advance post graduate degree in mass communication/ social sciences/ social work from a reputed institution  Diploma in computer applications Knowledge of MS Visual Studio 2005 and above Knowledge of MS SQL 2005 and above Knowledge of MS Access, PowerPoint, Excel (particularly developing macros and pivot tables etc.)	✓  ✓	✓  ✓  ✓
<b>Experience</b>	Minimum 6 years relevant work experience in similar areas in a reputed NGO/ NGOs <b>or</b> Minimum 8 years relevant work experience in other sectors Leadership and team building skills Project management experience Presenting and representing an organisation to the most senior level Knowledge Management Graphic design Web site design and management	✓  ✓  ✓  ✓  ✓  ✓	✓       ✓  ✓  ✓
<b>Competences</b>	Excellent communication skills and ability to influence all levels Good presentation skills A positive and enthusiastic manner and the ability to engender such a manner in others Ability to work to deadlines, to plan and be systematic Excellent written and spoken Oriya and/or Hindi Excellent written and spoken English	✓  ✓  ✓  ✓  ✓  ✓	
<b>Personal Qualities</b>	Ability to cope with conflicting demands Ability to effectively organise and prioritise a large workload for self and others Excellent attention to detail Calm and composed when under pressure	✓  ✓  ✓  ✓	
<b>Other Information Relevant To The Post</b>	Travel to project areas in the state and outside		✓

\*E – Essential Attributes

\*D – Desirable Attributes