

## **Social Development Foundation (SDF)**

### **Terms of Reference for Assistant Manager /Deputy Manager, Communications**

The Social Development Foundation (SDF) is a thriving, prosperous and wide-reaching 'not-for-profit' development organization established in 2000 as an autonomous organization by the Government of Bangladesh and was registered under the Companies Act-1994 on July 28, 2001. SDF's program provides a range of financial services to the poor, thereby broadening the scope of financial institutions of those not served by the conventional banking system. SDF is uniquely positioned to help advocate for change, connect community to the knowledge and resources they need, and coordinate the efforts in fighting poverty and advancing progress to the SDGs.

The SDF is looking for an experienced Assistant / Deputy Manager for Communications to help assist creating and implementing communications strategies that further our goals remaining reportable to the Deputy General Manager, Communications. The position will require undertaking field visits on a regular basis at least 40% of working time for collating program information as needed.

#### **Major areas of responsibilities:**

- Develop, support and promote organization goals, including message development, social media content creation and media outreach;
- Develop and disseminate public relations materials that increase our visibility among all stakeholders;
- Build and maintain relationships with journalists, bloggers, investors and customer audience that will help advance our work;
- Identify target audience and create strategies to effectively engage them;
- Work closely with leaders and executives to develop and strengthen employee engagement activities;
- The ideal candidate should have a proven track record of success in the communications sector or related fields, **as well as professional writing skills both in Bangla and English;**
- Manage internal communications (memos, newsletters etc.);
- Drafting content (e.g. press releases) for mass media or organization's website;
- Organize initiatives and plan events or press conferences;
- Liaise with media and handle requests for interviews, statements, etc.
- Assist in communication of strategies or messages from senior leadership; and
- Prepare drafts for formulating SDF annual reports for submission to senior management.

#### **The specific tasks, inter alia to be performed are:**

- Planning publicity strategies and campaigns;
- Preparing communications materials like annual reports, newsletters, brochures, posters, festoons, pamphlets, one pager etc as needed for program exposure;
- Arranging press conference, workshops and meetings at national level;

- Writing and producing presentations and press releases;
- Dealing with enquiries from the public, the press, and related organizations;
- Organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits;
- Speaking publicly at interviews, press conference and presentations with permission from senior management; and
- Analyzing media coverage and submit synopsis to senior management for information and necessary action.

**Minimum qualifications, experience and competencies required:**

- Masters degree, preferably in Information and Communications, Journalism, English or any relevant subject;
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concept verbally;
- Experience in web design and content production is a plus;
- Working knowledge of MS Office, photoshop and video-editing software is an asset;
- A minimum 5 years experience is needed for Assistant Manager and 7 years experience for Deputy Manger in the relevant field;
- Must have proficiency in Bengali and English in terms of writing and speaking;
- Must not exceed the 42 years of age on the last date of submission of application for this position as advertised in the national dailies.