



Arab Republic of Egypt
Ministry of Social Solidarity



**This project is funded by
the European Union**

Terms of Reference

Project Title: Strengthening Institutional and Human Resources Capacities of the Ministry of Social Solidarity - Support to COVID-19 Response

Job Title: Communication Officer

Implementing Partner: Ministry of Social Solidarity

Duration: 1 Year

Project Background

Egypt's 2014 Constitution recognizes social protection and social justice as a right for citizens and dedicated one pillar of the national Sustainable Development Strategy (SDS) - Egypt Vision 2030 specifically to Social justice (fifth pillar), with specific reference to Sustainable Development Goals (SDGs) 1, 2, and 5.

The Ministry of Social Solidarity (MoSS) is the mandated government body responsible for providing social safety networks for Egypt's most vulnerable citizens. MoSS' main vision goals aims in creating a social safety net for citizens by supporting and protecting poor families, caring for low-income people, raising their standard of living and improving the level of services provided to them, in addition to MoSS' three main strategic policies: Social Protection, Social Care, and Social Development.

The overall objective of the project is to support the Ministry of Social Solidarity on Egypt's Social protection response for COVID-19, as part of the EU's COVID-19 response funding. The project is funded by the European Union Delegation in Egypt. The suggested outputs are responsive to the priority areas of interventions identified by MOSS.

This will be achieved through working on two interlinked tiers of the COVID-19 outbreak's response to reduce the implications on the vulnerable groups. The first tier is concerned with prevention of infection of new people to flatten the curve of mounting cases and the second tier will work on addressing the socioeconomic consequences of COVID-19.

The project will work on four outputs including:

Output 1: Enhanced awareness of Takaful and Karama beneficiaries on COVID-19 through supporting MoSS in adapting and expanding existing Waai programme advocacy and awareness tools

Output 2: Enhanced institutional capacity of MoSS through digitalization of systems to better support beneficiaries respond to Covid-19



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Output 3: Improved socio-economic status of vulnerable groups amid Covid-19

Output 4: Support 168 Elderly Care Institutions and 7 Homeless Shelters for the Elderly managed by MoSS and dedicate information and support to PWD to decrease the risk of infection by Covid-19 to vulnerable groups.

Duties and responsibilities:

Under the full supervision of the Project Manager and oversight of UNDP, the Communications Officer will be responsible for the project implementation and achievement of target results in accordance with the project document and the UNDP guidelines and procedures for nationally executed projects, including:

- He/she is responsible for the strategic planning and design of all communication activities associated with the project outputs.
- He/she will be responsible to integrate communication messages related to the project within the various communication portals of MOSS.
- He/she will be responsible for drafting the various ToRs for the communication activities and for revising and clearing the final products of all publications, audiovisual campaigns and social media campaigns associated with all project's outputs.
- He/she will be responsible for designing the awareness messages for Waai awareness programme, identifying intervention areas and vulnerable communities in the various villages. In addition, he/she will be responsible for communicating project's results to various stakeholders and partners.
- He/ she will be responsible for the implementation of the Communication and Visibility Plan.
- He/ she will organize and conduct the communication component of project activities/events including drafting the background notes, media relations, taking photos, preparing talking points, invitations and press-releases;
- Produce quality and appropriate information materials for outreach to different audiences (Monthly newsletter, social media update, identify and write project success stories and project factsheet);
- Edit and design all the documents to be shared externally or published by UNDP and MoSS;
- Adhere to branding guidelines of UNDP, EU and MoSS; and
- May be requested by Project Manager to perform other tasks.

Expected Qualifications:

- Advanced university degree or Bachelor's Degree in Social Sciences or related discipline is a must;.
- A minimum of 10 years of professional experience in development programs preferably related to social behavior change and community awareness issues;



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- Experience in conceptualizing and managing the production of printed materials, including detailed reports;
- Previous work experience in executing media campaigns including social media campaigns;
- Demonstrated experience in designing and implementing communication and/or media outreach plans in support of overall program goals, including preparing presentations, press releases.
- Demonstrated experience in developing content that clearly communicates development ideas and experiences for media, web, print production, and audio-visual productions.
- Experience in overseeing translation work and ability to edit communication materials, especially in Arabic.
- Competent with office software packages, including PowerPoint, basic design software and media production software (Adobe, etc.)
- Previous work experience with similar projects, in particular with international agencies, is strongly recommended;
- Familiarity and prior experience with UNDP requirements and procedures is considered as an asset;
- Excellent writing skills in Arabic within the socio-cultural context related to development issues and ability adapt communication materials appropriate to the understanding of vulnerable groups.
- Fluency in English and Arabic languages;
- Proven ability to think strategically, express ideas clearly and concisely, work both independently and in teams, and demonstrate self-confidence combined with sensitivity to gender and culture.

Application:

Please submit your application to the below email specifying the title of the post:

Basma.elshorbagy@undp.org

Vacancy Notice issued: December 8th, 2022

Deadline for application: December 22nd, 2022