

<b>Project title:</b>	<b>Technical Assistance to the Road Sector Policy</b>
<b>Position:</b>	<b>Senior International Expert in communication strategies</b>
<b>Location:</b>	Malawi
<b>Eligible nationalities:</b>	All nationalities
<b>Start of project:</b>	07/2014
<b>Assignment duration:</b>	50 wd
<b>Deadline:</b>	12/03/2014
<b>Objective</b>	<p><b>Overall objective</b></p> <p>The overall objective of this input is to support the Ministry in improving its communication with the general public in Malawi of the laws, regulations, plans, reforms, developments and progress in the transport sector in order to contribute to the realisation of its strategic mission and objectives.</p> <p><b>Specific objective/s</b></p> <ul style="list-style-type: none"> <li>• The specific objectives are to assist the Ministry in creation of an enabling framework to support effective internal and external communication by:</li> <li>• Preparing a comprehensive communications strategy for both external and internal communication using a range of media, and that includes appropriate mechanisms for receiving feedback from the public</li> <li>• Developing guidelines and processes for preparation, quality assurance and publication of media content</li> <li>• Identifying appropriate content for dissemination</li> <li>• Recommending improvements to the structure and content of the Ministry website;</li> <li>• Establishing a monitoring framework through which the Ministry can evaluate success of the strategy</li> </ul>
<b>Qualifications required:</b>	<p><b>Qualification and skills</b></p> <ul style="list-style-type: none"> <li>• A university degree in a relevant discipline</li> </ul> <p><b>General professional experience</b></p> <ul style="list-style-type: none"> <li>• 10 years' experience in areas relevant to the specific consultancy</li> </ul> <p><b>Specific professional experience</b></p> <ul style="list-style-type: none"> <li>• have specific experience in development of communications strategies for public sector bodies;</li> <li>• have experience of working in developing countries, with southern or eastern Africa experience an advantage</li> </ul>
<b>Other information:</b>	<p><i>If you are interested in this position please send your CV in EU format under the heading "Malawi &amp; Senior International Expert in communication strategies".</i></p> <p><i>When sending your application please include an indication of your desired remuneration (day-rate). Please also make sure that you include one or more telephone numbers.</i></p> <p><i>Only selected candidates will be contacted.</i></p>
<b>Contact:</b>	<a href="mailto:lot2@ntu.eu">lot2@ntu.eu</a>