

### Terms of Reference for Communication Officer

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| <b>Post Title</b>      | <b>Communication Officer</b>                                                                              |
| <b>Project</b>         | Somalia Capacity Advancement, Livelihoods and Entrepreneurship through Digital Uplift Project (SCALED-UP) |
| <b>Individual/Firm</b> | Individual                                                                                                |
| <b>Reporting Line:</b> | Reporting to the CEO and working with the rest of the management team                                     |
| <b>Duration</b>        | One-year contract (Renewable)                                                                             |
| <b>Duty Station</b>    | Mogadishu, Somalia                                                                                        |

#### 1. Background Information about Gargaara

The Federal Government of Somalia has received financial assistance from the World Bank (WB) to carry out the Somalia Capacity Advancement, Livelihoods and Entrepreneurship, through Digital Uplift Project (SCALED-UP). Gargaara is the biggest component of SCALED-UP, accounting for 40% of its total allocated funds. Gargaara also received funds from the Kreditanstalt für Wiederaufbau, Germany's Development Bank, largely on the same terms and conditions as SCALED-UP funds.

Gargaara is a wholesale financing facility registered with the Central Bank of Somalia and licensed by the Ministry of Commerce and Industry. The institution operates autonomously on day-to-day basis but reports directly to the Ministry of Finance. Gargaara offers wholesale finance to Participating Financial Institutions (PFIs) on concessionary terms. PFIs are in turn directed to on-lend Gargaara funds to Somalia's Micro, Small, and Medium enterprises (MSMEs) in selected economic sectors. It also offers technical assistance to PFIs and plans to roll out additional support services to MSMEs.

Through this inclusion, guidance, and support, Gargaara seeks to unlock the potential of MSMEs in Somalia and deliver economic empowerment and opportunities to the underfunded MSME sector. Gargaara benefits from specific industry knowledge due to its experience lending and working with local financial institutions.

Gargaara operates under commercial terms and conditions, including market-based pricing. Gargaara works closely with Somali financial intermediaries and Development Financial Institutions (DFIs) to expand commercial access to finance for businesses and, ultimately, improve the lives and livelihoods of ordinary Somalis. Gargaara targets Somali individuals, groups, businesses, and other direct and indirect beneficiaries, including banks, microfinance institutions, and MSMEs. Gargaara has disbursed a total of USD 13 million to seven PFIs and hopes to disburse an additional USD 8 million in 2024.

Gargaara seeks qualified, experienced, self-driven, and highly motivated individuals to apply for the position of Communication Officer to assist in promoting Gargaara's vision, mission, message, and program to its stakeholders.

## 2. Objectives of the Assignment

The Communication Officer will manage Gargaara's communication activities to raise awareness of the program to potential partners, stakeholders, and beneficiaries. This assignment includes developing key messages, mapping stakeholders, developing a communication strategy, leading communication campaigns, measuring impact, among others.

The Communication Officer will ensure communication efforts target various stakeholders, including MSMEs eligible for the program, potential PFIs, developing partners, and the public. She/he will use different tools/means to promote Gargaara and its offering. The Communication Officer will also leverage and improve existing tools and methods Gargaara has for communicating and engaging with the public, stakeholders, or other colleagues. The overall communication approach will be practical, manageable, and sustainable.

The core objective of the assignment can be condensed into the following key areas:

- Increase awareness of the program to the broadest range of MSMEs possible, including those in remote and/or hard-to-reach areas, to secure their applications to PFIs.
- Showcase the value addition of Gargaara to potential PFIs to encourage their participation in the program.
- Disseminate impact and results from the program to private investors, development finance institutions, and the wider donor community to attract private capital.
- Support progress toward increased access to financial services for MSMEs targeting Somali individuals, groups, and businesses.

## 3. Scope of Assignment

The Communication Officer will be responsible for:

- Assessing Gargaara's current communication efforts, highlighting areas requiring strengthening.
- Leading the development and implementation of a communication strategy in collaboration with Gargaara's management.
- Proposing innovative ways to enhance Gargaara's communication activities
- Ensuring that Gargaara get PFIs' prior endorsement for any information it wants to publish about them to avoid disputes.
- Defining key messages to be disseminated through Gargaara's communication initiatives.
- Managing and pro-actively updating a stakeholder and media contact list, including preparing a stakeholder engagement plan.
- Developing and maintaining effective relationships with the media and all stakeholders based on the stakeholder engagement plan.
- Launching communication campaigns to promote the Gargaara program to targeted stakeholders and the public across various medium (e.g., printed press, online press, radio, television, SMS, social media, among others).
- Creating engaging content for and responding to users on Gargaara's social media platforms (e.g., Facebook, LinkedIn, X, among others).
- Managing and updating Gargaara's website, ensuring all functions work properly.
- Responding to inquiries from the media, stakeholders, and the public through meetings, writing, and scheduling interviews.
- Organizing and participating in public events to increase visibility of the Gargaara program (e.g., industry associations events, sector specific panels, press conferences, among others).
- Monitoring and evaluating communication initiatives.
- Give management regular feedback on the effectiveness of communication channels used to convey our messages to stakeholders.
- Participating in any other tasks required by Gargaara's management.

## 4. Expected Deliverables

The Communication Officer will be expected to produce the following deliverables during the contract:

- A communication strategy that includes an assessment of Gargaara's current communication efforts and outlines clear objectives, communication activities, and progress indicators.
- A stakeholder engagement plan, with a well-kept list of media and stakeholder contacts.
- An annual communication workplan that outlines all the communication activities to be undertaken during the year.
- A social media plan, which outlines the content that will be published across platforms in the upcoming month.
- An events calendar that outlines events Gargaara should participate in or will organize.
- A few paragraphs (1-4) demonstrating progress with communication efforts to be included in Gargaara's quarterly progress reports (QPR 1-3).
- A report detailing the implementation and impact of communication initiatives (1-5 pages) to be included in Gargaara's annual report (Gargaara QPR 4).

## **5. Selection Criteria**

- A bachelor's degree in marketing, communications, journalism, media studies, or other relevant fields is required. A master's degree in the fields outlined above is an added advantage.
- Master's degree with five (5) years of relevant work experience or bachelor's degree with at least seven (7+) years of relevant work experience is required.
- Strong knowledge of the media and communication landscape in Somalia (demonstrated by work experience in the field of communication in Somalia) is required.
- Proficiency using social media platforms is required.
- Ability to manage websites is required.
- Professional photography and video recording experience is a required.
- Proficiency using graphic design, photo, and video editing tools is required (e.g., Canva, Adobe Creative Suite, Final Cut Pro, etc.)
- Experience organizing/managing small and large-scale events is required.
- Experience managing communication initiatives of financial institutions is a strong asset.
- Possessing a strong professional network within the financial sector and media is a strong asset.
- Fluency in Somali and English is requirement.