

**MINISTRY OF DEFENCE**

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| **TERMS OF REFERENCE** |
| **Post title** | **MoD [Strategic Communications] Advisor**  |
| **Contract** | **Individual Contract** |
| **Organization unit** | **MoD**  |
| **Name of Supervisor** | **Director General MoD** |
| **Duration**  | **3 Months renewable** |
| **Location** | **Somalia, Mogadishu**  |
| **I. Organizational Context/Background** |
| The Somalia Federal Government Ministry of Defence (MoD) is responsible for the effective, efficient and transparent management of the defence sector. The MoD provides executive direction and exercises civilian oversight over the armed forces, and military’s missions, composition, budget and procurement policies; guarantees that the rule of law is respected throughout the armed forces ranks with the assistance of institutions such as military ombudspersons or inspectors general; develops and implements defence budget; initiates draft legislation on any matters under its jurisdiction; and develops and implements defence strategies and policies on matters related to military planning management and financial control, disarmament, demobilization and reintegration, veterans and orphans affairs, border protection, anti-piracy; mission, organization, personnel, operations and financing of the military, peace missions on national territory, and participation of Somali forces in peace-keeping missions. The MoD also has an important say in international and regional treaties and arrangements falling within the area of its jurisdiction; on arms procurement and trade and weapons and ammunitions management; and military conscription and procurement, as well as oversees resources required by the Somali National Armed Forces (SNAF) and the wider defence sector in order to guarantee the peace, sovereignty, and national security of the Federal Republic of Somalia. To this end, the MoD has embarked on an institutional development and capacity programme to enable the fulfilment of its mandate, which includes the recruitment of advisors within the different departments. The Ministry's primary policy framework reference is the 2012 Provisional Constitution, National Security Architecture (NSArch) from which it draws its mission mandate, including its active and substantial lead and participation in the various Strands of the "Comprehensive Approach to Security" (CAS). Much of the MoD’s work in 2019 is guided by the FGS Security & Justice Road Map, and its membership of the National Security Council, and the Cabinet Security & Justice Sub-Committee. |
| **II. Job description**  |
| The MoD [Strategic Communications] Advisor is a senior position within the MoD. He/she will be primarily responsible for the external and internal communications of the MoD, ensuring adherence to and implementation of the MoD policy matters and requirements contained in the FGS Security & Justice Road Map. He /she should not be involved with SNA operational matters.He/she is expected to represent the MoD, the Minister discharge of his/her duties in accordance with relevant FGS strategies, policies, procedures and legislation.A summary of duties and responsibilities are: * Draft and execute a Strategic Communications Plan in order to send planned MoD key messages from the Minister to the appropriate stakeholders
* Engage the media to send the messages to the public opinion, promoting a positive image of MoD and the wider defence sector.
* Plan key leader engagements for sending the message on VIP visits, international conferences, etc.
* Take advantage of “good news stories” in the area of defence, disseminating them to gain maximum publicity
* Make Somali people aware of the activities SNAF makes in their benefit (helping in national droughts and disasters, etc.)
* When national calamities happen, propose to the MoD actions to be ordered to SNAF in order to improve SNAF image
* Creating and managing a website for MOD
* Monitoring and responding to newspapers and magazine articles and radio broadcasts dealing with Defence issues
* Prepare documents with “lines to take”, speeches, press releases and arrange press conferences for the Minister, as needed
* Conduct rebuttal/damage limitation when media stories affecting MOD/SNAF are negative or inaccurate
* Prepare a daily briefing note on key headlines of interest
* To contact SNAF PIO to get aligned all SNA and MoD messages released to public information.
* Support the MoD procurement and commercial policies and corporate communications requirements
* Work closely with other departments within the MoD fostering good working relationships and coordination of MoD outputs.
* Provide advice when requested to key MoD coordination meetings.
* Contribute to the MoD reporting in accordance with MoD administrative procedures.
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| **III. Key Deliverables** |
| * A functioning MoD Strategic Communications Section (STRATCOM) in the MoD in accordance with MoD administration procedures.
* Develop, implement and coordinate the project’s communications strategy and subsequent communications activities;
* Develop communications materials ensure coordination and collaboration with senior management and communications focal points in relevant Ministries, Departments and Agencies, civil society and the public
* Support public outreach campaigns, citizen engagement activities and public information activities
* Develop and implement a communications strategy that follows the SMART criteria (specific, measurable, attainable, relevant and timely) and is context-relevant;
* Develop communications materials, including articles, multimedia products, blogs, success stories etc.
* Manage the MoD’s online presence, including website and social media;
* Develop and strengthen collaboration with development partners, civil society, media and other stakeholders to facilitate their understanding and support to MoD through communications activities;
* Develop and nurture a strong partnership with local and regional media outlets;
* Support monitoring and evaluation activities of STATCOM, including citizen engagement activities, outreach and public information activities;
* Monthly Activities Report. A report on activities undertaken for the month in the execution of duties and responsibilities, and reporting progress against deliverables.
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| **IV. Reporting** |
| The MoD Strategic Communications Advisor reports to the Director General of the MoD. |
| **V. Recruitment Qualifications and Competencies** |
| **Education**: Bachelor’s Degree or equivalent in Journalism, Law, Political Sciences, International Relations, Security/Strategic Studies. Master’s a degree is an advantage.**Experience**: * At least five years at a senior level in communications, journalism, wide SSR strategy, is preferable.
* Demonstrated ability to lead a multi-disciplinary project management team, build effective working relations with colleagues and clients, and capable of working under pressure, with good experience in leadership and strategic management of project communications at national level.
* Proven experience in coordinating public outreach campaigns in post-conflict settings; and
* Reputable person with good characteristics, knowledge, skills and proven capability in Ministry, Department and Agency planning, development and government policy formulation is preferred;
* An understanding of international engagements in Somalia.
* Experience in leading processes (seminars, working groups, etc.)
* A full understanding of Somali culture and political complexities, including Somalia’s Federalism model.
* A good knowledge and understanding of how donor support works and the reporting requirements.
* Previous experience of working in Somalia would be an asset.

**Core Competencies:*** Conscientious and self-motivated with an ability to work as a team member and on own initiative.
* Strong knowledge of the Somali traditional, digital and social media.
* Ability to work as part of a multidisciplinary team.
* Demonstrating/safeguarding ethics and integrity.
* Self-development, initiative-taking.
* Learning and sharing knowledge and encourage the learning of others. Promoting learning and knowledge management.
* IT competencies in Word, Excel, Power Point, and internet.
* Fluent in written and spoken Somali and English.
* No criminal record.
* No evidence of any criminal of terrorist associations.
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