

TIC TIMOR I.P. “MATADALAN TEKNOLOGIA RAILARAN”

TERMS OF REFERENCE	SENIOR PUBLIC RELATION OFFICER	TOR Number: TIC/EO/20/005
		APPROVED: Executive Director
		CHECKED: Human Resource
		ORIGINATOR: Human Resource
		ISSUE DATE: January 2021
Job Location	TIC TIMOR I.P Office in Palacio do Governo, Dili, Timor-Leste	
Contract type	National	
Contract Duration	1 (one) year with possibility of extension	
Reporting to	Executive Director	

I. BACKGROUND

TIC TIMOR IP is an agency established under the decree law number 29/2017 on 29th August 2017. The primary objective of the establishment of the agency is to improve effectiveness and efficiency of service delivery through the electronic Government including the initiative and implementation of a structure that can improve service delivery of the Information Technology that is stable, secured nationally and internationally, define a standard to guarantee compatibility of equipment and software including interoperability of system and application, security of data in relation to Government’s activity with its citizen and public institutions.

II. PURPOSE

TIC TIMOR I.P. is seeking for a qualified individual to assume primary responsibility for planning, developing and implementing communication strategies, and also responsible to disseminate information regarding the agency, provide support to the Executive Director on communications matters and processes related to the implementation of TIC TIMOR I.P.’s activities and also pursuant to developing the appropriate rules and procedures.

III. SCOPE OF WORK

DUTIES & RESPONSABILITIES	PERFORMANCE INDICATORS
1. Design communication strategy, policy, and plan to increase public awareness on the agency activities	1.1 Timely develop communication strategy in close collaboration with other directorate 1.1. Develop and establish agency Communication Policy and Procedures 1.2. Produce guidelines on communications
2. Organize and conduct the communication component of agency activities/events	2.1 drafting the background notes, media relations, taking photos, preparing talking points, invitations and press-releases
3. Produce quality and appropriate information materials for outreach to different audiences, produce and/or update periodic news on the mass media and the website of agency	3.1. Timely preparation of the contents for publications in coordinating with the superior instruction. 3.2. Manage agency’s Official Website and Social Media updates 3.3. Manage agency’s Applications created for public

TIC TIMOR I.P. “MATADALAN TEKNOLOGIA RAILARAN”

	3.4. Produced Quarterly Bulletin and Annual Report 3.5. Identify and write project success stories and project factsheet.
4. Prepare, Monitor and evaluate impact of communication materials and promote or organize events/campaigns to target clients.	4.1. Edit and design all the documents to be shared externally or published 4.2. Timely reporting on the organized events to the Executive Director.
5. Manage media inquiries and interview requests, including create content for press releases, articles and keynote presentations.	5.1. Timely preparation of the contents for the press release in coordinating with the superior instruction. 5.2. Venues prepared for events, i.e., workshop, seminars and etc.
6. Ensure target campaigns for agency activities are coordinated with other government agencies and accordance with agency policy and procedures.	6.1. Targeted campaigns and timely processing advert campaigns and releasing information.
7. Evaluate opportunities for advertising or both printed and broadcasting media.	7.1. Timely conduct short-listing of the existing mass media for the advertising purposes.
8. Translate any related documents or papers into Timor-Lestes’s official languages, including English and Bahasa Indonesia.	8.1. Timely deliver the translation of the related documents or papers when requested.
9. Prepare reports of any activity	9.1. Produced reports and submit to the Executive Director of all the activities
10. To train Media Officer and delegated staff related to communications skills	10.1. Organise two (2) training activities on communications skills
11. Perform other duties of a communication character, as may be required from time to time and assigned by the supervisor according to the law.	11.1. Level of satisfaction by the supervisor with completion of tasks.

IV. KEY DELIVERABLES

1. In accordance with the performance indicators listed above.
2. Within four (4) weeks of commencement of the assignment, develop an Annual Work Plan that is consistent with the relevant activities and performance indicators, for approval by the Executive Director.
3. Prepare and submit Monthly and Quarterly Progress Report to the Executive Director in accordance with annual work plan
4. End of Assignment report to the Executive Director, no later than 10 working days prior to the end of contract.

V. SELECTION CRITERIA

ESSENTIAL

1. Degree in Communication, Journalism, Advertising, Public relation, International Relation or a related field. Equivalent work experience considered.
2. Significant work experience or at least 5 years working experience in the area of Communication and Public Relations, including the implementation of a comprehensive communication plan and strategy.
3. Extensive knowledge of the framework and context of government/public service.
4. Good understanding and demonstrated experience, including skills in:
 - Presentation skills,
 - Ability to prioritize and plan effectively,
 - Excellent communication and interpersonal skills,
 - Excellent in oral and written communication skills, proficient in Portuguese and
 - English is required, and able to communicate in Portuguese and Bahasa Indonesia is desirable,
 - Coordinate all public relations activities.
5. Demonstrated experience in organizing events and campaigns to promote strategic compliance for tax purpose.
6. Demonstrated experience in organizing workshops, seminars, campaigns, events and project review meeting including agendas and meeting minutes.
7. Demonstrated experience, knowledge and ability to oversee the design and editorial content of the website and social media ensuring the content is regularly updated Ability to work in a team and under pressure.
8. Ability to plan and establish priorities and to deliver timely results.

DESIRABLE

1. Knowledge to coordinate all public relations Policies and Procedures in Public Sector
2. Organizations Working experience in ICT sectors and ICT project related fields.
3. An understanding of Timor-Leste's (GoTL) laws

VI. PERSONAL QUALITIES AND BEHAVIOURS

1. Experience in an international environment;
2. Relevant communications network;
3. Eager to learn new things;
4. Analytical & conceptual ability;
5. Focus on Achievement;
6. Flexibility to work anytime, anywhere across the main task;
7. Initiatives and accountability;
8. Self-discipline;
9. Team working;
10. Working strategically;
11. Integrity;
12. Innovation (entrepreneurship).

VII. PERFORMANCE EVALUATION

The performance will be appraised and evaluated by the TIC TIMOR I.P management, using the Performance Appraisal System. This process will include a probation review within two (2) months of the commencement of the contract, regular reporting, ongoing workplace communications and annual performance appraisal. Performance indicators are in place for all areas within the Institution, and staff work will be contributing to the achievement of the priorities as set out in their TOR and in the Institution’s Five Years Plan.

The above job description and qualifications are not meant to be all-inclusive. Additional responsibilities and qualifications may be added at any time by the employee’s direct supervisor or Executive Director.

TIC TIMOR IP is an Equal Opportunity Employer that encourages applications from persons with disabilities and members of underrepresented groups.