



TIC TIMOR “MATADALAN TEKNOLOGIA RAILARAN”

TERMS OF REFERENCE	COMMUNICATIONS LEAD	TOR Number: TIC/UID/23.016
		APPROVED: Executive Director
		CHECKED: Corporate Service
		ORIGINATOR: Unique ID
		ISSUE DATE: 23 February 2023
Job Location	TIC TIMOR I.P Office in Palacio do Governo, Dili, Timor-Leste	
Contract type	National	
Contract Duration	Until December 2023 with possibility of extension	
Reporting Line	The Communication Lead will report to the Director of Unique ID in relation to work priorities and progress.	

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. OBJECTIVE

TIC Timor I.P is implementing the Program of Unique Identification to all citizens and residents in Timor-Leste from 2022 onwards. Therefore, TIC is looking to employ an experienced Communication Lead with exceptional relevant skills to be a strategic thinker with meticulous attention to detail, working well under pressure, and meeting deadlines so to support the Directorate of Unique ID to ensure that the implementation of the UID program is competently well-communicated and informed to the general public and successfully and productively achieved the short, medium and long term targeted plans of Unique ID program. The works of the Communication Lead will be featured in a range of high-impact, high-visibility communication products - including magazines, newsletters, websites, presentations, social media and other media outlets.

III. SCOPE OF WORK

1. Report to the UID Director all planned communications programs including all aspects on the communications strategies.
2. Act as the strategic lead and manage and deliver UID's Media and PR strategy including responsibility for all major PR campaigns in line with UID's strategic documents.



TIC TIMOR "MATADALAN TEKNOLOGIA RAILARAN"

3. Act as the strategic lead for all media engagement, pro-active and re-active, and provide appropriate support, training and resources for UID spokesperson.
4. Plan and oversee the development and implementation of external communication strategies, policies and procedures.
5. Lead the strategic and tactical execution of marketing campaigns and activities including advertising, public relations, consultations, events and promotions, to enhance the awareness of the UID program.
6. Oversee the UID campaign content to adhere to UID works including branding across the digital and printed channels and online platform in close consultation with the UID director
7. Collaborate with all units within the UID secretariat to create and implement effective PR and marketing strategies for existing UID programs and functionalities.
8. Research and write press releases, and content for the unique ID website, infographics, blogs, and newsletters.
9. Arrange and coordinate press conferences, and plan events.
10. Support and evaluate results of communication campaigns with the team.
11. Build and maintain relationships with journalists and key external role-players.
12. Draft media statements, answer media inquiries, compile publications, plan events and press conferences
13. Liaise with Executive Director of TIC and Director of UID and the relevant staff on all the communications strategies decisions adopted for activities/program

IV. SELECTION CRITERIA

1. Bachelor's Degree in Communications, Public Relations, or related field.
2. A minimum of 3 years' experience in communications strategy development
3. Proven experience as Communication Lead or equivalent position
4. Excellent organizational and leadership abilities
5. Works well under pressure and meets tight deadlines.
6. Highly computer literate with capability in related business and communication tools.
7. Content writing experience for all media platforms.
8. Proven social media and networking expertise.
9. Have excellent interpersonal and communication skills with the ability to multitask and adapt in a fast-paced environment
10. Innovative, organized, and self-motivated with a keen interest in driving strategic messages to key internal and external role-players.
11. Fluency in the English language (written and verbal) is essential and working knowledge of Portuguese is preferred.

V. KEY DELIVERABLES

1. In accordance with the scope of work 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 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.



TIC TIMOR “MATADALAN TEKNOLOGIA RAILARAN”

VI. 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 terms of reference 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.

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