

**MINISTRY OF FINANCE, PLANNING AND ECONOMIC DEVELOPMENT  
FUNDS COORDINATION UNIT (FCU) OF THE GLOBAL FUND GRANTS**

**TERMS OF REFERENCE AND SCOPE OF SERVICES FOR  
PROGRAMME/COMMUNICATION OFFICER**

**BACKGROUND**

The Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) is an international partnership that provides free grants to lower income countries with high disease burden such as Uganda. Specifically, it focuses on prevention and control of the three diseases HIV/AIDS, Malaria and Tuberculosis. The Funds Coordination Unit (FCU) was set up in the Ministry of Finance, Planning and Economic Development (MoFPED) as the Principal Recipient (PR) to handle day to day oversight duties as they relate to implementation of the Grants. Implementation is handled by the Ministry of Health.

The overall objective of the FCU is to support MoFPED to ensure effective and efficient operation of the interventions supported by the Global Fund resources. The FCU functions are vested in Public Financial Management (PFM) Reforms Coordination Unit (RCU).

Government wishes to engage services of a Programme Communication Officer under the FCU.

**A. OBJECTIVE**

The objective of the role of the Programme Communication Officer is to support the management of the communication and advocacy component of the Global Fund financing activities as they relate to the three diseases and contribute to the national goal of promoting the National and International Response to HIV and AIDS epidemic, TB and Malaria in Uganda.

**B. SCOPE OF WORK**

The role will strengthen the involvement of the key officials at the Ministry of Finance, Planning & Economic Development in communication activities related to the Global Fund and to exploit all opportunities offered by the Ministry website and all other relevant data banks in order to effectively communicate to local and international Global Fund stakeholders.

The officer will harness and strengthen social media, branding management and communication to further the Global Fund agenda and to support proactive and consistent communication to all pertinent matters relating to the implementation of Global Fund activities as they relate to the Funds Coordination function at the Ministry. This includes initiating content and managing the development, monitoring and implementation of information on all online platforms for the Global Fund Financing project/programme.

**C. ROLES AND RESPONSIBILITIES**

The Programme Communication Officer will support the design and execution a holistic

communication strategy and plan on matters including but not limited to PFM reforms and how they impact the Global Fund financing arrangements.

The specific assignments will include:

1. Maintaining a regular flow of information about the programme to key target audiences. This will include, but not limited to, a regular newsletter, regular and timely website updates as well as others to be agreed.
2. Support processes in translating programme information into technical documentation of Knowledge Management products.
3. Developing terms of reference, tenders and contracts for procuring communication products and activities at national and local levels, and coordinate and implement communication activities.
4. Providing technical input in all aspects related to communication: Writing, editing, and producing communication tools and materials including all brand promotional items like pull-up banners, brochures, frequently asked questions (FAQ) sheets, memorabilia (promotional items), public relations channels both audio and audio-visual e.g. radio talk Shows, and TV talk shows.
5. Supporting quality assurance for communications and branding to ensure coherence of communications and messages.
6. Undertake regular monitoring and communication audit of the internal and external communication environment. This includes digital media analytics on the effectiveness of the digital media approaches.
7. Document best practices for communicating for internal and external stakeholders
8. Design and develop branding materials for different audiences and channels. Recommend least-cost and high-impact/quick-win channels in line with the audiences under consideration.
9. Support the Ministry of Health to establish a dedicated team of journalists with special interest and knowledge capacity to report on global fund issues.
10. Support Programme Events Management.
11. Support the management of consistency of the Global Fund brand and its reputation.
12. Perform any other duties as may be assigned by management from time to time.

#### **D. EDUCATION**

1. A honors bachelors degree in humanities, social sciences, journalism, marketing, mass communication, or public relations, with a postgraduate diploma in Journalism/Mass Communication.
2. A Master's degree in related field is added advantage.

#### **E. EXPERIENCE**

1. A minimum of five years of experience in managing media and communications for development programmes is required, of which two (2) are in the public sector or reputable private sector.

2. Qualifications in specialized media training and/or Graphic Art and Design will be an added Advantage.
3. Extensive local knowledge and experience on how media in Uganda and beyond operates.

#### **F. REQUIRED COMPETENCIES**

1. Excellent oral and written communication skills, and stakeholder management skills.
2. Digital Media and Branding knowledge including knowledge in Digital literacy, website management and graphic design.
3. Media Management.
4. Lobbying and advocacy skills.
5. Knowledge on Change management.
6. Ability to take professional pictures, videos with minimal editing in still and motion graphics.
7. Ability to originate and package information from various sources including technical reports, presentations, and the like.

#### **G. CONTRACT ARRANGEMENTS**

The assignment is intended for a period of one (1) year, but may be renewed based on need and satisfactory performance.