

Terms of Reference	
Type	Manager - Knowledge Management and Communication
Division	Knowledge Management and Communication
Mode of employment	Contractual
Role	Knowledge Management and Communication (SPIU & Aizawl DPIU)
Location	Aizawl (Mizoram)
Reports to	Joint Project Director – KM&C, Gender & Community Institution and Safeguards
Salary per month	Rs. 1,00,000/-
General description of task(s) and objectives to be achieved	
I. Background FOCUS 2.0 (Fostering Climate Resilient Upland Farming Systems) is a six-year, externally aided project supported by the United Nations - International Fund for Agricultural Development (IFAD). The project is designed to strengthen climate-resilient, market-led farming systems across all districts of Mizoram. Building on lessons learned from Phase 1, FOCUS 2.0 adopts a cluster-based approach (Zau) to enhance agricultural production and market access, ensuring that production is driven by market demand. FOCUS 2.0 promotes sustainable land use, integrated farming practices, and inclusive value chain development. The project emphasizes convergence with relevant government schemes and encourages deeper community engagement to build resilient livelihoods and drive equitable rural transformation. By adopting a market-led production system, the project aims to meet both local and national demands for agricultural products while ensuring climate resilience. The project is implemented by the Planning and Programme Implementation Department in Mizoram and focuses on facilitating transformative changes in the farming systems through innovative approaches and strategic partnerships. II. Overall objective of role The position has dual responsibility of KM and communications. The overall objectives are: • Enhancing the communication of FOCUS 2.0's opportunities, eligibility requirements, activities and results to relevant project stakeholders through the use of traditional and digital communication channels. • Strengthen learning by developing and implementing innovative and effective ways to strategically capture and share knowledge, leverage good practices, and improve the effectiveness of FOCUS 2.0.	

The KM/Communications Manager will be responsible for a wide variety of activities related to identifying, managing, packaging, and disseminating key information to FOCUS 2.0's stakeholders and public at large. The KM/Communications Manager has the responsibility for developing and implementing the knowledge management (KM) strategy. S/he will also work closely with the M&E Manager, Gender and Capacity Building Deputy Managers at SPIU and DPIUs as well as the technical staff at both SPIU and DPIU level.

The Knowledge Management and Communications Manager will report directly to the Joint Project Director- KM and safeguards Unit. The position is based at SPIU in Aizawl with periodic technical support and supervision visits to the Project implementation sites.

III. Roles and responsibilities

A. Knowledge Management

- In line with FOCUS 2.0 and objectives and targeting strategy, develop and implement effective Communication and Knowledge Management strategy (along with annual action plans) across components, implementation entities and beneficiaries
- Define FOCUS 2.0 KM goals and strategic objectives, KM products and the main areas of KM-related work with clear linkages to improving Project performance, promoting innovations, scaling up success, sharing lessons learned, and influencing policy.
- Identify the key partners for knowledge dissemination, transfer and uptake by the target groups. Further explore partners for knowledge exchange at regional and central level with research institutes/universities, extension services, etc.
- Establish online and offline systems for a downward and upward timely flow of up-to-date information about project opportunities, progress, results to Project stakeholders and public at large. Contribute to the development of channel digital platforms.
- Contribute to generating various knowledge products (ad hoc studies/case studies, success stories, problem analysis, etc.) throughout FOCUS 2.0 lifecycle to foster informed decision making and the implementation of timely remedy actions.
- Work proactively with project teams to identify opportunities for capturing and sharing knowledge, and disseminating information about major progress and results.
- Document various success stories that will become a source of inspiration for potential beneficiaries to participate in FOCUS 2.0's activities and will allow to replicate and scale up successful interventions.
- Produce Knowledge Management Reports elaborating on the best practices and lessons learned, success stories, etc., communication related activities, analysis of stakeholder feed-back and grievance, etc. provide these reports as annex to Project Progress Reports.

- Analyze and document the results of the innovative approaches of FOCUS 2.0.
- Document and share learning by ensuring that lessons learned, and best practices are documented and communicated in a timely manner.

B. Communications:

- Collaborate across teams to ensure that M&E and gender aspects are integrated throughout FOCUS 2.0's public communications efforts.
- Manage the successful execution of learning, knowledge sharing events including multistakeholder consultations, implementation review and reflection meetings, planning workshops, project learning days, seminars/webinars, workshops, conferences, peer learning sessions, etc.
- Develop and implement a communications strategy along with annual action plans to enhance the communication of FOCUS 2.0's opportunities, activities and results to relevant Project stakeholders thus raising awareness, generating resources, and policy dialogues necessary to achieve FOCUS 2.0's goals.
- Develop communication materials, including digital materials, to promote the Project and raise awareness (project briefs, infographics, brochures, newsletters)
- Develop appropriate stakeholder outreach plans to share the Project opportunities, strategies and communicate impact.
- Advise on how communications can most effectively be used to support FOCUS 2.0's goals.
- Develop and implement a proactive media strategy, contribute to the design of new strategies, collaborations and implementation plans to ensure long-term sustainability and impact.
- Track and analyze key media and communications trends relevant to FOCUS 2.0.
- Develop and manage a website and/or a Facebook page, or other online platforms where the actual and potential beneficiaries can access comprehensive information about Project opportunities and eligibility requirements. These will also become a platform for sharing various knowledge products (such as success stories, case studies, lessons learned etc.), including different information and learning materials developed by the project.
- Produce video documentary for capturing project results and success stories Work collaboratively with peers (particularly with the M&E specialists as well as other team members) to ensure alignment and cohesion.

Qualifications and timeline

IV. Required qualifications and experience

a. Educational Background

- Master degree in Communication, Linguistic, Journalism from Government recognised institution.

b. Professional Experience

- A minimum of 5 years of overall professional experience in the development sector.
- At least 5 years of demonstrated experience in the planning, design, and implementation of in Communication and Knowledge Management.

c. Communication and Interpersonal Skills

- Strong verbal and written communication skills in Mizo and English
- Excellent report writing skills.
- Good interpersonal skills with the ability to work collaboratively across a range of institutions and disciplines.

d. Team and Coordination Skills

- Ability to lead and work effectively within multi-disciplinary teams, and to facilitate collaboration among colleagues at different levels of the project.

e. Desirable Attributes (Preferred)

- Prior experience in managing Knowledge Management functions within development projects, particularly those financed by multilateral funding agencies.
- Familiarity with IFAD's planning and reporting procedures.
- Preference will be given to candidates with prior experience in any EAP.

V. Duration and timeline

The position is envisaged for the entire project period. The selected candidate will be offered an initial contract of 1 year, which would be renewed depending on performance and continued need.