



Flood and River Erosion Management Agency of Assam (FREMAA)

4th floor, Assam Water Centre, NH 27, Basistha Chariali, Guwahati - 781029

DETAILED RECRUITMENT NOTICE

The Flood and River Erosion Management Agency of Assam (FREMAA), an autonomous society of the Government of Assam and the implementing agency for the World Bank aided project “Assam Integrated River Basin Management Project (AIRBMP)” invites applications from eligible Indian citizens to provide the Services against the following position on contractual basis as mentioned in brief below. The interested candidates who fulfil the required qualification, experience and age may apply accordingly; in English language in the prescribed application format along with a signed cover-letter. The detailed Terms of Reference (TOR) and prescribed application format may be downloaded from FREMAA’s website at www.fremaa.assam.gov.in.

S/N	Name and Number of Posts	Essential Qualification and Experience	Salary
1.	Communication Specialist (01) No.	<p><u>Qualification:</u> Post Graduate Degree from a recognized institution in Communications, Development Communications, Mass Communications or Journalism, public relation/information or equivalent fields/branch with a minimum of 60% marks. A first-level degree (Bachelor's degree or equivalent) in the specified fields of studies with 10 years of relevant work experience may be accepted in lieu of Post Graduate degree.</p> <p><u>Experience:</u> Minimum eight (08) or more years of experience in corporate communications, public relations, development communications or journalism. 2 years or more experience working with multi-lateral agencies/projects is desirable.</p>	Rs 70,000/- to Rs 80,000/- per month.

Other General conditions:

1. Selection would be through the process of interview.
2. The candidates shall have to bring all the original certificates/documents relating to age, qualification, and experience, etc. along with a set of self-attested copies of the same, for the interview, if shortlisted and called for interview. The Originals will be returned after corroboration with the self attested copies to be brought by the candidates. If at any stage, it is found that information furnished in the application or supporting documents is misleading/misrepresented/incomplete/false, candidature shall be liable for cancellation.
3. Only Shortlisted candidates will be intimated and called for Interview/test.
4. The Salary will be fixed based on (a) relevant experience as per the respective Terms of Reference (ToR) and (ii) performance in the interview.
5. In case, sufficient candidates with requisite experience in the field cited above are not available, FREMAA may shortlist candidates having lesser years of experience for the interview/test. However, if selected they will be offered a lower Salary.
6. FREMAA reserves the right to increase or decrease the number of positions or scrap any or all of the positions and also reject applications submitted without assigning any reason, thereof.
7. FREMAA reserves the right to modify the required qualification/experience at any stage during the recruitment process depending on the number of applications received.
8. Canvassing in any form will lead to disqualification and rejection.
9. Applications complete in all respects in the prescribed format available at FREMAA’s website along with scanned copies of a signed cover letter and supporting documents of age, qualification and experience should be emailed to ceo-fremaa@assam.gov.in and hms-fremaa@assam.gov.in and the subject line should be “APPLICATION FOR THE POST OF COMMUNICATION SPECIALIST”.and should reach the above mentioned email addresses latest by 1st April, 2023. Incomplete applications and applications received after the indicated deadline will not be accepted.

Chief Executive Officer
FREMAA

Terms of Reference for Communication Specialist under FREMAA

A. Background of the Project:

Assam faces some of the most daunting water resource settings found anywhere in the world. Various initiatives are underway through internally funded state department programs and in cooperation with international partners to address these issues. Despite the immense potential of its water resources, Assam has not been able to either fully manage floods, erosion and wetland degradation or make fuller productive use of these resources. The specter of climate change that could bring an increase in the intensity and frequency of extreme events makes finding new and innovative long-term solutions and responses even more imperative to be identified and implemented.

- B. Therefore, the Government of Assam (GoA) proposes to associate with the Asian Development Bank (ADB) and the World Bank for development of an integrated approach for management and river bank erosion in the Brahmaputra River basin in selected locations across Assam. Details of project components and specific activities are being developed and it is proposed that the projects would aim to establish the core platform for engaging in a systematic manner on overall flood and erosion management in Assam.

C. Goals and Objectives of the Projects:

- i) Reduce economic vulnerability and social disruption by flood and riverbank erosion in selected flood prone areas in the Brahmaputra and Barak river basins.
- ii) Strengthen the institutional capacity of the State for climate change-oriented flood and erosion management
- iii) Develop Knowledge base for informed decision-making on preventive measures, guidelines and plans for flood and erosion management.

- D. The project shall be implemented by the SPV-Flood & River Erosion Management Agency of Assam (FREMAA) the implementing agency of Government of Assam under the aegis of Water Resource Department, Assam. FREMAA now **invites applications for the post of Communication Specialist** from eligible Indian citizens to provide the Services of the positions as mentioned below. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Scope of work and eligibility criteria for the positions are as follows:

E. Need for Communication Specialist:

It is envisaged that the externally aided projects under FREMAA will require ongoing and proactive communications and outreach to a range of stakeholders including media, in order to derive support and public participations in the activities of the project. FREMAA desires to engage the services of the Communication Specialist to lead its communications agenda of promoting and advocating the works of the project in relation to its various stakeholders; and to mobilize participation as needed.

- F. The project shall be implemented by the SPV-Flood & River Erosion Management Agency of Assam (FREMAA) the implementing agency, Government of Assam, under the aegis of Water Resource Department, Assam. FREMAA now invites applications from eligible Indian citizens to provide the Services of Communication Specialist. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Scope of work and eligibility criteria is as follows:

G. Scope of Work:

- **Communications Strategy:** Develop and oversee the implementation of a comprehensive communication strategy for the projects, and the associated work plan.
- **Development of Communication Collaterals:** Coordinate the development of content for a wide variety of communications materials, (including but not limited to television, radio and print mass media, website, social media channels, newsletters etc,) as per the approach laid out in the Communications Strategy.
- **Media relations:** Managing on a day-to-day basis the project interface with the media. Specific tasks are expected to include:
 - Develop, maintain and update a media contact list/database.
 - Drafting press releases, media advisories, talking points for media interviews etc
 - Organizing press conferences and media site visits; coordinating interviews etc with an aim to ensuring rapid and accurate dissemination of information and showcasing achievements related to the Project.
 - Daily media monitoring for articles relevant to the program.
- **Building Partnerships:** Build partnerships and synergies with corporates/donor agencies/civil society organizations /media houses etc to further the goals of the AIRBM project's outreach strategy to stakeholders.

- **Web & Social media:** Develop and manage the information related to the projects in the FREMAA and Water Resources Department's website and other social media channels, providing assurance of quality, tone and consistency of core messaging in line with governance mechanisms, including those related to information security and using up-to-date social media and website practices.
- **Special events:** Lead and support the preparation of advocacy/dissemination activities, exhibitions, workshops, Seminars, multimedia campaigns, etc. as necessary and suggests remedial plan of actions and recommendations as and when required.
- **Functional Management:**
 - Develop clear goals that are consistent with agreed strategies by identifying and adjusting priority activities and assignments as required while ensuring appropriate allocation of time and resources;
 - Foresee risks and adjusts plans and actions as necessary for timely completion of the works.
 - Identify, and suggest recruitment or hiring and supervising of technical resources and consultants as necessary and as agreed with authorizing officials.
 - Plan and monitor the use of communication budgetary resources.
- **Monitoring and evaluation:** Conduct timely and accurate monitoring and evaluation of communication activities undertaken to ensure the objectives are met and the strategy is effective.
- **Capacity building and support:** Providing media skill building support to Department staff to build in-house capacity for communicating with stakeholders.

H. Eligibility Requirements:

- Post Graduate Degree from a recognized institution in Communications, Development Communications, Mass Communications or Journalism, public relation/information or equivalent fields/branch with a minimum of 60% marks. A first-level degree (Bachelor's degree or equivalent) in the specified fields of studies with 10 years of relevant work experience may be accepted in lieu of Post Graduate degree.
- Minimum eight (08) or more years of experience in corporate communications, public relations, development communications or journalism with 2-3 years or more experience working with multi-lateral agencies/projects is desirable.
- Excellent written and verbal communication skills in both English, Assamese and Hindi;
- Demonstrated knowledge and expertise in crafting, managing and using multimedia tools like print, audio/visual, advertising and promotional communication products and platforms to develop and disseminate communication materials and messages to diverse stakeholders.
- Experience in developing and implementing communications strategies including crisis communications or reputational risk management is required.
- Good Information and Technology skills, e.g. word processing, power point and other communications and publishing applications;
- Excellent interpersonal and communication skills and demonstrated ability to effectively interact and collaborate with people in multidisciplinary teams as well as work across departments, divisions and institutions;
- Ability to make decisions with an eye to the impact on others and on the Organization and to apply rules, regulations, policies and guidelines in work situations.
- Experience in managing social media apps and channels.
- Ability to work in a fast-paced environment and meet tight deadlines.

I. Duration of Assignment:

The duration shall be for minimum period of one year, to be reviewed and renewed based on performance and work requirement.

J. Responsibility of the Specialist:

The Communication Specialist shall be fully responsible to manage his day to day works with the Project team with high dedication, integrity and ethical behavior. The incumbent should not have any conflict of interest while working in the Communication activities and should have integrity and keep all the project information confidential.

K. Travel Requirements

The Communication Specialist shall be based full time at the FREMAA project office in Guwahati and must be willing to travel extensively in other districts of Assam to different project sites as and when necessary as per the project requirements.

L. Reporting and Performance Review

The Specialist will report to the Deputy CEO, FREMAA. The work and performance of the Specialist shall be reviewed by the CEO, FREMAA on a periodic basis.

M. Facilities to be provided by FREMAA

FREMAA will provide the team with the following facilities and services:

- Office space including furniture and utilities.
- Access to all reports, studies, data, photographs, maps, and institutions relating to the works, access to all sites for surveys and investigations.
- Counterpart staff to work with.
- All day to day office travel, transportation, and accommodation arrangements will lie entirely with the Specialist. However, in case of necessary travel to field and or outside the PMU office, the Project will provide TA/DA as per eligibility as per FREMAA norms.

N. Remuneration:

Rs 70,000/- to Rs 80,000/- per month (inclusive of local taxes) and will be fixed during negotiations. TA/DA and other allowances admissible as per FREMAA norms

O. Selection Method:

Selection of the Communication Specialist will be through the process of interview.

APPLICATION FORM FOR THE POSITION OF.....

1. Full Name of the candidate (In Block Letters):
2. Father's/Husband's Name :
3. Mother's Name :
4. Gender:
5. Marital Status :
6. Nationality (attach a copy of evidence):
7. Permanent Postal Address (attach a copy of evidence):
8. Police Station:
9. Current Address:
10. Mobile No.:
11. Mobile No. (WhatsApp messenger) :
12. Email ID :
13. Passport No. (If available) (attach a copy):
14. Date of Birth (attach a copy of evidence)(dd/mm/yyyy):
15. Age (As on 1st Jan '2022) : ____Years ____ month(s)
16. Current Designation:
17. Current Employer's Full Address with contact email and phone number:
18. Educational Qualification (attach a copies of certificates):

Paste self attested
Recent Passport
Photo

Sl.	Examination	Degree	Subject	Year of Passing	Name of College	Name Board/ University	Class/ Percentage of marks obtained
1.	Graduation						
2.	Post graduation						
3.	Others (if any)						

19. Training details relevant to the position applied (attach copies of certificates):

Sl.	Title of the Training program	Duration of Training	Training organized by
1.			
2.			
3.			

20. Total Professional Experience : ____ Years ____ month(s)

21. Details of Professional Experience (Starting from latest **) (attach copies of experience certificates):

Sl.	Designation	Organization	From (mm/yyyy)	To (mm/yyyy)	Summary of Services provided	Salary Drawn

** Attach latest salary certificate.

22. Write a brief note describing why would like to be associated with us : (Maximum 250 words)

23. Languages proficiency: (please tick ✓)

Sl.	Language	Read	Write	Speak

24. Computer proficiency :

Sl.	Program/Software/Applications	Excellent	Good	Average

25. Names and Addresses of two persons from whom we may seek reference about you:

(The two persons must not be related to you and must have interacted with you for more than 2 years in a Professional and/or academic capacity during the last 5 years)

Sl	Name of the person & designation (if any)	Address	Phone no	E-mail id
1.				
2.				

26. Do you have any criminal or corruption charges against you? (If yes furnish details)

27. Have you ever been arrested, indicted or summoned into court as defendant in a criminal proceeding or convicted, fined or imprisoned for the violation of any law? (If yes furnish details)

28. Have you ever been discharged or forced to resign from any position? (If yes furnish details)

Declaration: I certify that the statements made by me in this application are true, complete and correct to the best of my knowledge and belief. Permission is hereby given to FREMAA to make such investigations as are necessary on the information given above. I understand that any misrepresentation or fraudulence or material omission made herein or in any other document requested by FREMAA would render dismissal and termination of my candidature/ service/contract apart from other penal action as per the law.

Date :

Place :

Signature of the Candidate

IMPORTANT Notes:

- Candidates shall complete this application in not more than 8 pages **strictly** as per the above format, along with self attested copies of testimonials/certificates (not more than 12 pages), evidencing that he/she is qualified to perform the services. **The complete application along with certificates/testimonials shall not be more than 20 (twenty) pages or else the application may not be considered.**
- While self attested copies of all the relevant certificates/testimonials needs to be submitted along with the application, Candidates are to note that applications without self attested copies of certificates/testimonials relating to Educational Qualifications and Trainings shall be rejected.**