**USAID South Caucasus Regional Tourism Program**

**Communications Manager**

**Scope of Work**

## BACKGROUND

USAID’s South Caucasus Regional Tourism Program aims to promote long-term regional cooperation across the South Caucasus region, based on shared economic interests in the tourism sector that contribute to mutual prosperity, collaboration, and stability in the region. The program seeks to work collaboratively with the private sector, civil society actors in support of tourism development, and tourism development related government ministries and agencies, including ministries of economy and environment, while serving as a model for cross-border engagement among other economic sectors. The South Caucasus Regional Tourism Program identifies opportunities for product development and innovative marketing, develops regional multi-day itineraries to promote tourism, and facilitates mutual learning to foster best practices in the tourism sector.

The USAID South Caucasus Regional Tourism Program seeks a communications Manager to support the Activity’s communications interventions in alignment with the USAID-approved Strategic Communication’s Plan and Branding and Marking plan.

## OBJECTIVES

Under this Scope of Work, the candidate will work on the activities as outlined below:

## PRINCIPLE DUTIES AND RESPONSIBILITIES

To fulfill the objectives of this position, the Communications Manager is expected to work closely with Program staff and aid in the completion of the following tasks:

* Lead implementation of the Strategic Communications Plan in strict coherence with the USAID Branding and Marking guidelines, and the USAID Graphic Standards guidelines.
* Collaborate with Activity staff and partners to create communication content, which may include video content, visualizations, infographics, etc. to inform stakeholders and the public on SCRPT objectives, activities in all three countries, progress, and impact.
* Develop and coordinate visibility / success-oriented content for communication platforms and the content sharing includingon social media platforms, including Facebook, Instagram, YouTube channels and Email Platform “Mailchimp” for newsletters, reports, press releases, and presentations (SCRTP respective social platforms are managed and coordinated by Communications Manager).
* Work with the Activity senior technical staff on incorporating interventions for empowering women and youth entrepreneurs.
* Serve as point of contact for media outlets and ensure consistent information flow to the mass media about the Activity’s progress and achievements, including for the Activity staff interviews.
* Monitor news sources to identify feedback from stakeholders, the general public, and media outlets about the Activity and prepare monthly media coverage reports.
* Conduct initial entry and periodic training and consultations with Activity staff to ensure that Activity staff have a firm understanding of strategic communication objectives including general language and key wording to be used when communicating with external audiences.
* Lead a Communication Working Group which will scrutinize proposed messaging themes and content relevant for the successful implementation of the Activity.
* Lead Communications Service provider company to guide and use all the services and capacity that is required by the company as per agreement. The communications services will be equally used to showcase success and progress out of the SCRTP support in all three countries.
* Ensure constant coordination and communication with USAID COR, Doc and Communications team to provide regular update on content and branding approval when required.
* Other duties as assigned.

## QUALIFICATION CRITERIA

The Comms Manager shall at the minimum present the following qualifications:

* BA in a relevant field of study such as journalism or communications (MA preferred).
* At least 5+ years of experience in similar assignments.
* Experience of work with USAID projects, including familiarity with USAID branding policy preferred.
* Excellent conceptual, oral and written communication skills in English required; and knowledge of the Georgian language is highly desirable; and experience in the South Caucasus region (preferred).

## PERIOD OF PERFORMANCE

The position is expected to start immediately; therefore, the applications will be reviewed on a rolling basis.

## Application Submission Guidelines

We invite qualified candidates to submit their applications for the position of **Communications Manager**. Please adhere to the following instructions to ensure your application is considered:

1. **Resume Format:** Resumes must be submitted in **PDF format**.
2. **File Naming Convention:** The PDF file should be named using the applicant's **first and last name** (e.g., John\_Doe.pdf).
3. **Email Subject Line:** Include **"Communications Manager"** in the subject line of your email.
4. **Submission Address:** Send your application to **tabashidze@cnfageorgia.org**.

**Application Deadline:** All applications must be submitted no later than **January 27, 2025**. Late submissions will not be considered.

We appreciate your interest in this opportunity and look forward to reviewing your application.

**Disclaimer:** This position description is a general guideline and may be subject to change based on program needs.

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