



**NIRA**  
NATIONAL IDENTIFICATION &  
REGISTRATION AUTHORITY  
HAY' ADDA A QOONSIGA IYO DIIWAANGELINTA QARANKA

Job Description	
<b>Organization:</b>	National Identification and Registration Authority
<b>Position Title:</b>	Communication Specialist
<b>Reports to:</b>	Director General
<b>Duty Station:</b>	National Identification and Registration Authority (NIRA), Mogadishu
<b>Name of the Project</b>	Somalia Capacity Advancement, Livelihood and Entrepreneurship, through Digital Uplift Project (SCALED-UP)
<b>Project ID</b>	P168115
<b>Duration</b>	12 months renewable upon performance

### TERMS OF REFERENCE FOR COMMUNICATION SPECIALIST

#### Background:

The National Identification and Registration Authority (NIRA) is a Government Agency in Somalia, first established in 2020, with the aim of creating and maintaining the national identification system. NIRA is, inter alia, responsible for registering citizens and residents and for providing them with secure and verifiable credentials, including a unique identification number and a national identity card. It also serves as a trusted provider of identity verification and authentication services, promoting the use of the foundational identification system. With the establishment of NIRA Somalia, the government is committed to providing a reliable and efficient identification system that will enable individuals to access services and participate in the development of the country.

The Federal Government of Somalia is implementing the World Bank-financed Somalia Capacity Advancement, Livelihood and Entrepreneurship, through Digital Uplift Project (SCALED-UP) and intends to use part of the proceeds to hire a **Communication Specialist** (Individual Consultant) for the National Identification and Registration Authority.

#### Objective:

The Communication Specialist will play a critical role in enhancing the communication and outreach efforts of NIRA, Somalia. The specialist will be responsible for developing and

implementing a comprehensive communication strategy to promote NIRA's activities, engage stakeholders, and raise awareness about the importance of registration and obtaining an ID. The specialist will contribute to building NIRA's brand, ensuring effective internal and external communication, and supporting the organization's goals and objectives. NIRA is actively recruiting a Communication Specialist based in Mogadishu, Somalia.

### **Scope of Work:**

Under the overall guidance from NIRA's Director General, the responsibilities of the Communication Specialist positions will include but not limited to the following:

#### **1. Responsibilities:**

The Communication Specialist will undertake the following key responsibilities:

- Develop and implement a strategic communication plan aligned with NIRA's objectives and priorities as well as best practices.
- Create and manage communication campaigns to promote the importance and value of the National Identification and Registration System and NIRA's services. The consultant will create an effective communication strategy that follows SMART criteria (specific, measurable, attainable, relevant, and timely). The communication strategy should also clearly outline the objectives, key messages, audience, stakeholders, channels, M&E, and requisite resources including a budget.
- Develop and implement a stakeholder engagement plan, with clear mapping and outreach approaches, that fosters effective communication and collaboration among key stakeholders.
- Outline clear messaging aligned with the project's objectives that will underpin all communication engagements and assets.
- Develop and disseminate communication materials, including press releases, fact sheets, brochures, and social media content. The consultant will also produce a variety of communication materials, including posters, slideshows, and brochures, to increase awareness and understanding of the National Identification and Registration System and its benefits to the public.
- In collaboration with the project leadership, Lead in the drafting and editing of opinion pieces, statements, articles, media releases and advisories, and policy development content, including, among others, factsheets, web content, social media content, publications, and talking points.
- Craft a social media engagement plan, develop messages, and update NIRA's website and social media platforms to strengthen the organization's visibility.
- Enhance the narrative development and positioning through key messages and coordination of media events, press conferences, and other public outreach activities to promote the National Identification and Registration System.
- Produce high-quality content for various communication channels, including press releases, articles, brochures, website content, and social media platforms.

- Coordinate with internal stakeholders to gather information, identify communication needs, and ensure consistent messaging across all channels.
- Establish and maintain relationships with media outlets, influencers, and key stakeholders to promote positive media coverage and partnerships.
- Monitor media trends and industry developments to identify opportunities for proactive communication and thought leadership.
- Organize and support the logistics of media events, press conferences, and stakeholder engagement sessions.
- Provide guidance and support to staff members on communication-related matters and ensure adherence to branding guidelines.
- Evaluate the effectiveness of communication initiatives through analytics and feedback mechanisms to guide continuous improvement.

## **2. Qualifications and Experience**

The candidates should have the following desired qualifications:

- Bachelor's degree with 7 – 10 years of relevant experience in development communications, journalism, international relations, public relations, or other related fields. A Master's degree with 5 years of experience in a relevant discipline is an advantage.
- Experience working in developing and implementing communication strategies and policies, preferably in the public sector or with international development organizations (e.g., government agencies, civil society organizations, and development partners.)
- Experience in media relations and establishing relationships with key media contacts in Somalia.
- Understanding of branding and messaging principles
- Proficiency in monitoring and evaluation methodologies, tools, and techniques related to measuring the effectiveness of communications and stakeholder engagement initiatives.
- Fluency in English and Somali languages (both written and spoken).

### **Deliverables:**

- A comprehensive strategic communication plan aligned with NIRA's objectives and priorities, incorporating best practices. The plan will include SMART criteria, clearly defining objectives, key messages, target audience, stakeholders, communication channels, monitoring and evaluation strategies.
- Well-designed communication campaigns promoting the importance of the National Identification and Registration System and NIRA's services. The campaigns will consist of compelling messaging, visuals, and materials that effectively engage the intended audience.
- A stakeholder engagement plan, including a mapping of key stakeholders and outreach approaches, to foster effective communication and collaboration among stakeholders.

- Clear and aligned messaging framework that underpins all communication engagements and assets, ensuring consistency and coherence in communications related to NIRA'S objectives and project's objectives.
- Professionally developed and disseminated communication materials such as press releases, fact sheets, brochures, and social media content. Additionally, visually appealing materials like posters, slideshows, and brochures will be created to increase public awareness and understanding of the National Identification and Registration System.
- Drafting and editing of opinion pieces, statements, articles, media releases, advisories, policy development content, factsheets, web content, social media content, publications, and talking points in collaboration with project leadership.
- Enhanced narrative development and positioning through key messages, coordination of media events, press conferences, and other public outreach activities that effectively promote the National Identification and Registration System.
- Effective coordination with stakeholders to gather information, identify communication needs, and ensure consistent messaging across all channels.
- Established and maintained relationships with media outlets, influencers, and key stakeholders to promote positive media coverage and partnerships.
- Monitoring of media trends and industry developments to identify opportunities for proactive communication and thought leadership.
- Organized logistics of media events, press conferences, and stakeholder engagement sessions to ensure smooth operations and maximum impact.
- Guidance and support provided to staff members on communication-related matters, including adherence to branding guidelines and effective communication practices.
- Evaluation reports with insights on the effectiveness of communication initiatives, informed by analytics and feedback mechanisms, to guide continuous improvement and inform future strategies.