



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

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Terms of Reference (TOR) for Communication and Knowledge Management Specialist
Under the 'Growth for Climate Resilient and Environmental Entrepreneurship and Nutrition
(GREEN)' Project of PKSF

1. Basic Information

Title of Position	Communication and Knowledge Management Specialist
Number of Position	: 01(one)
Reports to	: Project Coordinator
Education	: Advanced Degree (Master's degree) along with a 4-year bachelor's degree in any of the following subjects: Sociology, Psychology, Mass Communication & Journalism, Business Administration, Public Administration, Management, Bangla, English, Economics, Agricultural Economics, Women and Gender Studies
Age	: Maximum 45 years
Experience	: 15 years
Duty Station	: Dhaka, with at least 30% time to project areas (outside Dhaka)
Salary	: Consolidated Monthly BDT 2,00,000/- (Two Lac Only) and other admissible benefits.

2. Background:

Palli Karma-Sahayak Foundation (PKSF), an apex development organization established by the Government of Bangladesh for poverty alleviation through sustainable employment generation, has been implementing various development programs and projects since its inception in 1990. Apart from its core programs, PKSF has been implementing development projects with the financial and technical assistance of different international development organizations like the World Bank, ADB, UKAID (DFID), EU, IFAD, etc.

PKSF has so far successfully completed implementation of five projects financed by the International Fund for Agricultural Development (IFAD). These are: Microfinance and Technical Support Project (MFTSP), Microfinance for Marginal and Small Farmers Project (MFMSFP), Finance for Enterprise Development and Employment Creation (FEDEC) project, Promoting Agricultural Commercialization and Enterprise (PACE) and "Rural Microenterprise Transformation Project (RMTP)".

After successful completion of RMTP, PKSF launched 'Growth for Climate Resilient and Environmental Entrepreneurship and Nutrition (GREEN)' Project financed by IFAD. The main focus of the project is the promotion of livelihoods in the country, particularly in poverty-stricken and climate-vulnerable areas.

3. Project goal and objective:

The project goal is to contribute to climate-resilient and inclusive rural transformation through sustainable and equitable economic growth, and the development of the project is: To sustainably increase income, climate resilience, food security, and nutritional status of beneficiary households by enabling healthy diets and improved nutrition behaviours, uptake of technologies and best practices, and enhanced access to capital.

4. Project areas

The project will be implemented all over the country. However, it will prioritize poverty-stricken and climate-vulnerable districts. Within the priority GREEN regions, some parts are more vulnerable than others, such as subdistricts adjacent to the coastal region, those in floodplains, a majority of flash flood prone Haor subdistricts, and drought-prone Barind subdistricts.

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5. Target population, beneficiaries and benefits:

The project's direct beneficiaries are estimated at 258,333 microfinance and business development recipients, comprising the extremely poor, transitional poor and enterprising poor. GREEN aims to directly benefit 258,333 households, translating to approximately 1.11 million individuals. The target population includes agricultural labourers, artisans, marginal and smallholder farmers, pond fisheries farming and backyard livestock-keeping households, non-agricultural producers, and poor young men and women.

6. Main areas of activities of the position

This position holder will lead the development and implementation of the Knowledge Management (KM) and Communication Strategy and Action Plan in alignment with the project's goals, objectives, and overall development framework. The position will ensure effective coordination with the project implementing Partner Organizations to assess KM and communication gaps, strengthen implementation processes, and promote knowledge-sharing practices across the project tenure. The role also requires maintaining close collaboration with the International Fund for Agricultural Development (IFAD), Palli Karma-Sahayak Foundation (PKSF), and relevant government ministries and departments to support strategic communication and stakeholder engagement. In addition, the incumbent will organize and facilitate knowledge-sharing and capacity-building events, including lessons learned workshops, value chain expos, and training programs for partner staff. The position will further support the identification, documentation, and dissemination of project best practices, innovations, and success stories, and undertake knowledge-based intervention studies in coordination with the Project Management Unit and key stakeholders.

7. Duty station

The employee will be stationed at Dhaka and spend adequate time in the field as needed to supervise project activities, including the most remote areas as per instruction and/or need for the project.

8. Duration

It should be noted that the position is expected to begin at the earliest possible time and will last until the end of the project period (31 March 32). This appointment will initially be for one year, with the possibility of annual renewal up to project periods or the period determined by PKSF's management.

9. Duties and responsibilities

The **Communication and Knowledge Management Specialist** will work under the direct supervision of the Project Coordinator (PC) and his/her specific responsibilities are, but not limited to, the following duties and responsibilities:

- Develop and implement the Knowledge Management and Communication Plan in coordination with the PMU, M&E team, POs, PKSF and IFAD.
- Document lessons learned, good practices, innovations and success stories related to climate resilience, nutrition, gender, youth, technology adoption and value chain development.
- Coordinate with the M&E/MIS Specialist and technical teams to transform monitoring data, survey findings and evaluation results into practical knowledge products.
- Prepare knowledge and communication materials, including case studies, learning briefs, policy notes, publications, success stories and digital content.
- Disseminate findings from project studies, surveys, assessments and evaluations in coordination with the M&E team.
- Maintain and regularly update the project website, social media platforms and other digital communication channels. Produce and manage multimedia materials, including



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videos, documentaries, photographs, infographics and digital stories, to communicate project results and beneficiary experiences.

- Organise and facilitate knowledge-sharing events, workshops, seminars, learning sessions, exposure visits and experience-sharing activities.
- Share evidence and lessons learned with project management, POs and technical teams to support adaptive management and informed decision-making.
- Support policy dialogue and stakeholder engagement by disseminating project evidence and experiences among government agencies, development partners, research institutions and other stakeholders.
- Coordinate with POs and field-level staff to collect, verify and document beneficiary stories, innovative practices and implementation challenges.
- Establish and maintain an organised repository of project reports, publications, case studies, photographs, videos and other knowledge materials.
- Build the capacity of PO staff and project personnel in knowledge documentation, case study development, communication and knowledge-sharing practices.
- Coordinate with media and press and manage external communications in consultation with the Project Coordinator and relevant authorities.
- Monitor and report on implementation of the Knowledge Management and Communication Plan, track dissemination activities and recommend improvements based on feedback and emerging needs.
- Perform any other responsibilities assigned by the PC.

10. Academic & other qualifications

- Advanced degree (Master's degree) along with a 4-year bachelor's degree in any of the following subjects: Sociology, Psychology, Mass communication & journalism, Business Administration, Public Administration, Management, Bangla, English, Economics, Agricultural Economics, Women and Gender Studies
- Training on development communication/professional writing/publication/content preparation for various media will be preferred
- At least one 1st Class/Division and having no 3rd class/division or equivalent in any public examination.
- At least three publications in development Journal/newspaper op-ed/news feature as author/co-author

11. Experience

- Minimum 15 years of experience, including at least 05 years of experience in communication-related work in any reputed organization, preferably in development organization(s), with a minimum of 04 years of relevant experience in communication and knowledge management under projects funded by multilateral development banks (such as the World Bank, IFAD, ADB, AIIB, etc.).
- Experience in publication and research in communication issues will be preferred
- Skills in Empathic Communication and Behaviour Analysis, Public Speaking and Performance will also be preferred
- Fluent in both Bangla and English

12. Age limit

- Maximum 45 years on the last date of application.



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13. Salary & Allowances

- Monthly consolidated salary BDT 2,00,000/- (Two Lac Only) and other admissible benefits. .
- Other admissible benefits (Festival Bonus, Bangla *Noboborsho* Allowance, Mobile Allowance, Group Insurance, etc.) as per PKSF policy;
- Salary and other admissible benefits (if any) are inclusive of all applicable taxes as imposed by the Government of Bangladesh. All relevant taxes will be deducted at the source as per Government rules.

PKSF is an equal opportunity employer and seeks to employ and assign the best-qualified personnel for all of its positions in a manner that does not unlawfully discriminate against any person because of his/her specific identities, such as race, religion, gender, disability, or any other status or characteristics protected by the laws of the country.

Md. Habibur Rahman
12/10/2016
Md. Habibur Rahman
Deputy General Manager (FIED)
&
Project Coordinator, GREEN Project
Palli Karma-Sahayak Foundation (PKSF)