Include communication responsibilities in job descriptions

You can build communication tasks and competencies into job descriptions. They should serve as a basis for recruitment, performance reviews and staff development.

Responsibilities for communication will depend on the size of the program and the context. But staff need to feel that communication is important to managers in order for programs to effectively and consistently communicate with communities.

Example tasks

Ensure quality communication and dialogue between CRS, partners and the community.

Work with field teams and community members to identify information needs and appropriate methods for communicating with the community. Depending on which communication methods the program selects, this position may need to

- meet regularly with community-based organizations (CBOs), local leaders and other notables to keep them informed about the program,
- coordinate and facilitate monthly integrated community meetings with other sector staff and partners,
- ensure main action points are communicated to relevant programs managers,
- take the lead in maintaining and updating community notice boards and
- develop flyers, posters and other materials.

Work with technical advisors, field teams and others to develop messages for program participants and the community.

Collaborate with field teams to roll out messages and collaborate with the design, monitoring and evaluation team to monitor the messages' effectiveness.

Capture feedback from program participants and others, and share this feedback with the appropriate manager for action.

Example competencies

Effective verbal and written communication skills. Should be able to adapt communication style to suit different audiences.

Effective facilitation skills. Should be able to facilitate group discussions.

Attention to detail. Should be able to develop accurate written materials.

Action orientated. Should be able to follow up on feedback to ensure positive outcomes.