



Ministry of Finance, Planning and Economic Development

Trade National Single Window System Project (TNSWSP)

JOB DESCRIPTION	
Job Title	Stakeholder Communication & Marketing Officer.
PS Category	PS 6A
Salary Scale	Salary is Negotiable plus other benefits of PS 6A category as specified in the Management Service Circular No.: 01/2019 dated March 05, 2019
SUMMARY OF THE JOB:	
The Ministry of Finance, Planning and Economic development is in the process of establishing Trade National Single Window System, though a dedicated Project Implementation Unit (PIU) as a national priority project to facilities international trade flows by brining all Regulatory measures and agencies into an interconnected platform enabling single entry point to submit all the documents required by traders, who involve in border trade (Imports, Exports and Transshipments), and provide results automatically through the same platform As approved by the Cabinet of Ministers by their decision dated June 20, 2022 the Ministry of Finance, Planning and Economic Development has established the Project Implementation Unit (PIU), the responsible body for implementation of Trade National Single Window System (TNSWS) Project in three stages namely, Preliminary Stage, Implementation Stage and Operational Stage over a period of 22 months. The Stakeholder Communication & Marketing Officer will draft, develop and publish communications and marketing materials for the NSW PIU to build awareness and develop stakeholder and public buy-in for the NSW. In addition, Stakeholder Communications & Marketing Officer will be expected to, • Establish the NSW's communications strategy and marketing outreach plan. • Ensure all external communications provide consistent messaging on the NSW and promote the activities, priorities and milestones of the NSW to all relevant stakeholder groups. • Clearly document and circulate communications on internal processes and procedures for the NSW PIU, and • Copy – edit and review externally facing work products and reports.	
REPORTING:	
Ministry of Finance, Planning and Economic, Development and Project Director of the TNSWS Project	
JOB DESCRIPTION:	
TASK AND RESPONSIBILITES	
I. External Communication & Marketing: • Develop and implement the NSW's communication and stakeholder outreach plan, ensuring coordinated and harmonized messaging across all communications and marketing material. • Create external communications materials from conceptualization and design through distribution. • Prepare inputs and support the facilitation of public events such as openings, press conferences, forums, seminar and conference speaking engagements, news releases and online media outlets.	

- Regularly liaise with the Change Management Officer and user Liaison Officer to assess the efficacy of stakeholder communications and ensure they effectively meet their needs and requirements.
- Collect and produce content for the NSW website and any other social media platforms of the PIU for marketing, campaigns, outreach and eminence.
- Draft communications documenting NSW achievements and success stories, including identifying successful program activities to feature, conducting research and interviews, drafting content, sourcing images, formatting / design, managing the internal approval / review process and coordinating distribution, and
- Maintain a thorough understanding of GoSL- wide communications and branding regulations and inform PIU staff of these requirements, as necessary.

II. Internal Communications & Marketing:

- Draft and execute all communications for NSW PIU to promote staff access to and awareness of internal processes, procedures and practices.
- Develop and circulate relevant updates on NSW activities across PIU workstreams and teams through coordination with NSW PIU Team Leads as needed.
- Work closely with the Senior HR Officer and ensure standard operating procedures and other relevant documents are easily accessible and up to date for use by all staff.
- Review and edit PIU work products and deliverable, including reports and studies in various publication forms for readability, spelling, grammar, accuracy, punctuation, consistency and logic.
- Maintain event calendar and support in the execution of program events, including ensuring that events are properly publicized, well attended and exhibit appropriate and GoSL approved marketing materials.

III. Supervisory and Staff Support:

- Supervise and manage the Marketing & Communications Officer, providing regular feedback on their performance and conducting their annual performance evaluation.
- Regularly brief the Change Management Specialist on communication & marketing inputs to ensure deliverables are aligned with the PIU strategy and executed on time.
- Provide PIU wide support and guidance on internal communications.

SKILLS AND EXPERIENCES

I. Academic Qualifications and Experiences:

- Bachelor's degree in communications, marketing, or a related field from any institution, recognized by the University Grants Commissions; or a qualification recognized by the University Grants Commission as an equivalent qualification to the degree in relevant field. **or**
- NVQ Level 7 with 01 year Experience **or**
- NVQ Level 6 with 6 years Experience **or**
- NVQ Level 5 with 11 years Experience

II. Other Skills:

- Exceptional writing and reporting skills (in a government context, strongly preferred).
- Strong attention to detail, ability to meet deadlines, and time management skills.
- Proficiency in using MS Office products and social media and digital communication tools to create high-quality work products.

III. Language Proficiency:

- Fluency in English, Sinhala, and/or Tamil

EVALUATION:

The Annual Performance Performance Appraisal will be done by Project Director.