

Terms of Reference Template for Consultant Recruitment

I. Position Information

Job code title : Communication & Knowledge Management Officer - Consultant
 Directorate : Programme Directorate
 Report to : Program Manager – Democracy, Justice and Public Service

II. Job Purpose

KEMITRAAN (Partnership for Governance Reform) is a Core Group Partner (CGP) in the Indonesia Democratic Participation Program 2026–2030 (PARTISIPASI). This program is managed through a consortium alongside The Asia Foundation (TAF) as the convenor and primary grant holder from DFAT Australia. Within this consortium, KEMITRAAN leads the Civic Participation and Civic Education component, as well as mis/disinformation mitigation, through a combination of direct implementation and sub-granting to civil society organizations (CSOs) and community-based organizations.

To maximize program reach, strategic learning, policy advocacy, and public influence amidst today's complex digital and media landscape, KEMITRAAN requires a **Communication and Knowledge Management Officer - Consultant**. This role goes beyond traditional outreach and routine content production, acting as a strategic driver of evidence-based storytelling, knowledge harvest, adaptive learning, and program influence.

This position is responsible for translating program evidence, MEL data, and field realities into compelling narratives and policy briefs that inform public debate, strengthen stakeholder engagement, and support CSOs. Additionally, this position ensures full integration of Gender Equality, Disability, and Social Inclusion (GEDSI) principles and Free, Prior, and Informed Consent (FPIC) standards across all communications and knowledge assets.

III. Principal Accountabilities

1. Strategic Communication, Program Influence & Advocacy

- ☐ Design and execute an integrated Communication, Knowledge Management, and Influence Strategy aligned with KEMITRAAN, TAF, and DFAT branding guidelines.
- ☐ Drive policy influence and public discourse by positioning PARTISIPASI's core themes across strategic media platforms and public forums.
- ☐ Collaborate closely with PMU and CSO partners to package key evidence, research findings, and policy insights into actionable policy briefs, position papers, and high-impact advocacy materials.
- ☐ Perform other relevant communication tasks in accordance with program needs.

2. Evidence-Based Storytelling & High-Impact Content Production

- ❑ Translate complex program data, MEL findings, field reports, and study outcomes into compelling, evidence-based human-interest stories, case studies, and impact narratives.
- ❑ Produce, edit, and publish a wide array of high-quality multimedia content, including research summaries, newsletters, infographics, factsheets, documentary clips, podcasts, and digital campaign assets.
- ❑ Ensure all publication materials maintain high standards of accuracy, narrative integrity, and alignment with project goals.

3. Knowledge Harvesting, Systems & Adaptive Learning

- ❑ Lead the systematic identification, collection, synthesis, and documentation of best practices, lessons learned, and field innovations generated across direct implementation and sub-grantee projects.
- ❑ Organize and facilitate periodic reflection sessions, learning events, and knowledge-sharing workshops for PMU staff, CSO partners, CGPs, and donors to foster collective learning and adaptive program management.
- ❑ Establish, manage, and continuously update KEMITRAAN's digital knowledge repository/catalog, ensuring program knowledge assets, research reports, training modules, and multimedia resources are neatly archived and easily accessible.

4. Stakeholder Engagement, Strategic Media Relations & Public Affairs

- ❑ Build, expand, and maintain strong strategic partnerships with national, regional, and digital media outlets, journalist networks, and opinion leaders.
- ❑ Organize press conferences, media briefings, public discussions, and policy roundtables to amplify program achievements.
- ❑ Foster positive and collaborative engagement with government counterparts, civil society coalitions, donor representatives, and community organizations.

5. Inclusive Communication (GEDSI & FPIC Integration)

- ❑ Ensure all communication materials, media, and language are gender-responsive, free from bias/stigma, inclusive of persons with disabilities, and respectful of the rights of Indigenous Peoples and marginalized groups.
- ❑ Develop disability-friendly outreach materials (e.g., providing alt-text formats, subtitles/captions, audio, or easy-to-understand visual materials) while considering local languages/dialects as needed.
- ❑ Ensure fair, meaningful, and empowering representation of women, youth, persons with disabilities, and indigenous communities in all visual and narrative communication products.

6. Capacity Building, Mentoring & Partner Support

- ❑ Conduct capacity strengthening, coaching, and mentoring for PMU, local CSO partners, and youth/community groups on field storytelling, ethical documentation, digital security in campaigns, and knowledge harvesting.
- ❑ Develop user-friendly communication guidelines, toolkit modules, and engagement templates for sub-grantees.
- ❑ Provide high-level communication and knowledge inputs for periodic donor reports (TAF/DFAT) and consultant progress reports.

IV. Deliverables

1. Strategic Communication, Program Influence & Advocacy Component

- ❑ Integrated Communication, KM & Influence Strategy: A comprehensive program communication, knowledge management, and influence strategy plan complete with a periodic editorial/publication calendar aligned with KEMITRAAN, TAF, and DFAT branding guidelines.
- ❑ Policy Briefs & Advocacy Materials: High-impact policy briefs, position papers, and strategic advocacy materials produced by packaging key evidence, research findings, and policy insights in collaboration with the PMU and CSO partners.

2. Evidence-Based Storytelling & High-Impact Content Production Component

- ❑ Evidence-Based Impact Stories Package: Compelling human-interest stories, case studies, and impact narratives translated from complex program data, MEL findings, field reports, and study outcomes.
- ❑ High-Quality Multimedia Content Assets: A wide array of produced, edited, and published multimedia materials, including research summaries, newsletters, infographics, factsheets, documentary clips, podcasts, and digital campaign assets that maintain strict narrative integrity and accuracy.

3. Knowledge Harvesting, Systems & Adaptive Learning Component

- ❑ Knowledge Harvesting & Synthesis Products: Systematic documentation packages capturing best practices, lessons learned, and field innovations generated across direct implementation and sub-grantee projects.
- ❑ Learning Event Facilitation Reports: Facilitation reports, summary minutes, and documentation from periodic reflection sessions, learning events, and knowledge-sharing workshops organized for PMU staff, CSO partners, CGPs, and donors to foster collective learning and adaptive management.
- ❑ Centralized Digital Knowledge Repository: KEMITRAAN's fully established, managed, and continuously updated digital knowledge repository/catalog ensuring program knowledge assets, research reports, training modules, and multimedia resources are neatly archived and easily accessible.

4. Stakeholder Engagement, Strategic Media Relations & Public Affairs Component

- ❑ Media Outreach & Public Event Reports: Press releases, media briefs, and execution reports for organized press conferences, media briefings, public discussions, and policy roundtables built on strong partnerships with national, regional, and digital media outlets, journalist networks, and opinion leaders.
- ❑ Stakeholder Engagement Logs: Documented records of positive and collaborative engagement maintained with government counterparts, civil society coalitions, donor representatives, and community organizations.

5. Inclusive Communication (GEDSI & FPIC Integration) Component

- ❑ GEDSI-Compliant Communication Materials: Gender-responsive, bias-free, stigma-free communication materials, media, and language inclusive of persons and groups with disabilities, Indigenous Peoples, and marginalized communities.
- ❑ Accessible Disability-Friendly Outreach Assets: Outreach materials developed with alt-text formats, subtitles/captions, audio, or easy-to-understand visual elements while appropriately considering local languages and dialects.
- ❑ Empowering Representation Records: Visual and narrative communication products ensuring fair, meaningful, and empowering representation of women, youth, persons with disabilities, and indigenous communities, backed by proper Free, Prior, and Informed Consent (FPIC) and ethical documentation compliance.

6. Capacity Building, Mentoring & Partner Support Component

- ❑ Partner Capacity Strengthening Packages: Training modules, user-friendly communication guidelines, toolkit modules, and engagement templates developed for sub-grantees, alongside documented capacity building, coaching, and mentoring reports for the PMU, local CSO partners, and youth/community groups on field storytelling, ethical documentation, digital security in campaigns, and knowledge harvesting.
- ❑ Donor & Progress Report Contributions: High-level communication and knowledge content inputs submitted for periodic donor reports (TAF/DFAT) as well as the consultant's Monthly Progress Reports.

IV. Time Frame

- ❑ Duration: 01 November – 31 December 2026 (with potential extension in line with the PARTISIPASI Program 2026–2030 period).
- ❑ Work Arrangement: Consultant time-based (up to a maximum of 15 working days per month, based on timesheets and submitted outputs).

IV. Qualifications

Education: Minimum of a Bachelor's Degree (S1) in Communication, Journalism, Public Relations, Knowledge Management, Political Science, Development Studies, or related social sciences. Master's Degree (S2) preferred.

Professional Experience

- ❑ Minimum of 3–5 years of professional work experience in strategic communications, public relations, or media, preferably in international development programs, NGOs/CSOs, or democracy and human rights issues.
- ❑ Proven track record in translating complex research/program data into evidence-based stories, policy briefs, and strategic advocacy campaigns.
- ❑ Demonstrated track record of producing diverse communication materials (articles, policy briefs, digital content, infographics, impact stories).
- ❑ Demonstrated experience in designing and facilitating learning workshops, reflection sessions, and knowledge repository management.
- ❑ Proven experience in mainstreaming GEDSI principles, accessibility standards, and ethical FPIC/consent protocols in media production.
- ❑ Well-established network with national and local mass media outlets, civil society coalitions, and digital media platforms in Indonesia.

Technical Skills & Competencies

- ❑ Strategic Writing & Storytelling: Exceptional narrative writing, editing, and analytical storytelling skills in both Indonesian and English.
- ❑ Knowledge Management & Facilitation: Strong skills in learning facilitation, knowledge harvesting, and managing digital document repositories.
- ❑ Digital & Multimedia Proficiency: Hands-on expertise with web Content Management Systems (CMS), design software (Canva/Adobe Creative Suite), social media analytics, and digital outreach tools.
- ❑ GEDSI Sensitivity & Ethics: High sensitivity to inclusive language, accessibility needs for persons with disabilities, cultural nuances, and digital security for activists/CSOs.
- ❑ Interpersonal & Teamwork: Ability to collaborate cross-functionally with technical teams, local partners, and government institutions in a professional and responsive manner.

V. Signatures - Job Description Certification

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