

## **Communication and outreach Expert – Corruption and Bribery Prevention in Sri Lanka**

The East-West Management Institute (EWMI) is implementing a project to strengthen the capacity of Sri Lanka's Commission to Investigate Allegations of Bribery or Corruption (CIABOC). CIABOC has recently established a new prevention unit which is expected to work with other government agencies, the education sector, and the general public to prevent bribery and corruption in Sri Lanka. CIABOC is in the process of engaging more with the other government agencies, the education sector, the general public, the media and civil society as part of its new prevention activities, and is expecting to expand its outreach to other sectors and deeper into peripheral areas as well. Therefore, CIABOC is in the process of re-structuring its communication and outreach strategies. EWMI seeks a Communication and outreach expert (national or international) to advise CIABOC on its overall communications and outreach strategy, which will be incorporated into the Nation Action Plan on Anti-Corruption that CIABOC is in the process of finalizing. Specifically, the expert will:

- Engage in detailed consultations with CIABOC Commissioners, the Director General and the key staff and design an internal communication structure, communication strategy and communication guide lines for CIABOC.
- Consult with CIABOC staff who heads the main three sectors of prevention, civil society, the Media and key government institution representatives and design a detailed overall communication and outreach strategy with practical activities for CIABOC to be used at national level in tandem with the National Action Plan.
- To consult with the relevant CIABOC staff and strategically important other sectors and design a social media strategy for CIABOC and train the relevant staff on the same.

### **Expected deliverables:**

1. Design and document the internal communication structure, communication strategy and communication guidelines for CIABOC.
2. Design and document a detailed overall communication and outreach strategy with practical activities for CIABOC to be used at national level in tandem with the National Action Plan and train the relevant staff of CIABOC on the same.
3. Design and document a social media strategy for CIABOC and train the relevant staff on the same

**Commencement date:** Flexible, but no later than January 2019.

**Duration of the assignment:** 20 days of LOE

### **Qualifications and experience:**

- No less than 10 years of experience working on bribery and corruption prevention, communication, advertising and outreach preferably in South Asia.

- No less than 10 years of experience in communication, media, advertising and outreach in a similar context.
- University degree in political science, communications, marketing or other relevant subject.
- Strong English language written and oral skills; must be able to interact with high level government officials in a professional manner.

**To Apply:**

Submit a CV and brief letter of interest with contact information for three references to: Mark Dietrich, East-West Management Institute at [mdietrich@ewmi.org](mailto:mdietrich@ewmi.org). Please submit no later than October 12, 2018. No calls please; only finalists will be contacted.