



JOB TITLE	Stakeholder Communications & Marketing Officer	REPORTS TO	Change Management Specialist
CLASS/ SALARY SCALE	Negotiable	AUTHORITY OVER	N/A
JOB SUMMARY & OBJECTIVES	<p>The Government of Sri Lanka (GoSL) is establishing a Trade National Single Window (TNSW). The TNSW is a single electronic gateway that facilitates the transmission of standardized information across trade-related government agencies to fulfill regulatory requirements for exports, imports, and other trade-related procedures. This gateway is intended to simplify the data exchange and its interoperability across those agencies and traders through streamlined electronic transactions.</p> <p>This effort is being led by the TNSW Project Implementation Unit (PIU), an entity created by the Department of Trade and Investment Policy (DTIP) within the Ministry of Finance. The TNSW will be implemented over a period of 36 months and will consist of 2 phases: Procurement & Implementation.</p> <p>The Stakeholder Communications & Marketing Officer will draft, develop, and publish communications and marketing materials for the TNSW PIU to build awareness and develop stakeholder and public buy-in for the TNSW. In addition, the Stakeholder Communications & Marketing Officer will be expected to:</p> <ul style="list-style-type: none"> • Establish the TNSW's communications strategy and marketing outreach plan; • Ensure all external communications provide consistent messaging on the TNSW and promote the activities, priorities, and milestones of the TNSW to all relevant stakeholder groups; • Clearly document and circulate communications on internal processes and procedures for the TNSW PIU and • Copy-edit and review externally-facing work products and reports. 		
TASK RESPONSIBILITIES	<p><u>I. External Communications & Marketing:</u></p> <ol style="list-style-type: none"> Develop and implement the TNSW'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 Specialist to assess the efficacy of stakeholder communications and ensure they effectively meet their needs and requirements; Collect and produce content for the TNSW website and any other social media platforms of the PIU for marketing, campaigns, outreach, and eminence; Draft communications documenting TNSW 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 those requirements, as necessary. 		



**TASK
RESPONSIBILITIES
(CONT.)**

II. Internal Communications & Marketing:

- h. Draft and execute all communications for TNSW PIU to promote staff access to and awareness of internal processes, procedures, and practices;
- i. Develop and circulate relevant updates on TNSW activities across PIU workstreams and teams through coordination with TNSW PIU Team Leads, as needed;
- j. Work closely with the Administration Manager and ensure standard operating procedures and other relevant documents are easily accessible and up to date for use by all staff;
- k. Review and edit PIU work products and deliverables, including reports and studies, in various publication forms for readability, spelling, grammar, accuracy, punctuation, consistency, and logic;
- l. 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; and

III. Supervisory and Staff Support:

- o. Regularly brief the Change Management Specialist on communication & marketing inputs to ensure deliverables are aligned with the PIU strategy and executed on time; and
- p. Provide PIU-wide support and guidance on internal communications.