



**SEDR**  
Supporting Effective Dispute Resolution  
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பயனுறுதியிக்கவகையில் பிணக்கை  
தீர்ப்பதற்கு ஆதரவளித்தல்

# Supporting Effective Dispute Resolution

## Communications Officer (Consultant)

### Terms of Reference

<b>Title</b>	Communications Officer (Consultant position)
<b>Objective</b>	To support the effective implementation of communication and visibility strategies that bring the Supporting Effective Dispute Resolution Project in Sri Lanka (the “ <b>Project</b> ”), to life through compelling storytelling and content creation, driving engagement and creating awareness of the project’s impact.
<b>Location</b>	Colombo, Sri Lanka (with occasional travel, particularly to Northern, Eastern and Uva Provinces).
<b>Duration</b>	One year (220 Working Days), renewable
<b>Reports to</b>	Key Expert Communications and Advocacy, SEDR

### 1. Introduction

The European Union has contracted the British Council to deliver the Supporting Effective Dispute Resolution (SEDR) project in partnership with The Asia Foundation (TAF) in Sri Lanka over 04 years (2020-2024). The SEDR project comprises 04 overarching Result Areas that seek to enhance the effectiveness and availability of dispute resolution mechanisms and mediation services in Sri Lanka and contribute to foster social cohesion and more inclusive community-state engagement. SEDR is funded by the European Union and the project is one element of the EU’s wider Strengthening Transformation, Reconciliation, and Inclusive Democratic Engagement (STRIDE) programme.

Part of the programme



Funded by the  
European Union



Implemented by



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The SEDR project specifically aims to improve dispute resolution services for both individual and community level grievances.

This Specific Objective of the Project is supported through the delivery of the following 04 Result Areas:

- Result Area 1 - Improved functioning of Community Mediation Boards in addressing individual disputes (family, criminal and relevant property/financial disputes).
- Result Area 2 - Improved and expanded functioning of Land Special Mediation Boards.
- Result Area 3 - Inclusive local action forums work to address shared problems and improve the resolution of community-level grievances.
- Result Area 4 - Senior stakeholders and officials can evidence the benefits of mediation processes through cross-agency coordination, enhanced data collection and increased awareness of how and why mediation is used.

These 04 Result Areas combines to enhance the effectiveness and availability of formal dispute mechanisms in Sri Lanka and to develop preventative mechanisms that can reduce the prevalence of serious grievances requiring formal resolution.

## **2. Purpose of the Assignment**

SEDR is looking for a suitably qualified Communications Officer (Consultant position) to support effective communication and engagement with all project stakeholders. The role will be responsible for supporting the implementation of communication strategies that bring the project to life through compelling storytelling and content creation. By collaborating closely with the project team, the role will help shape the project's messaging, while also developing a deep understanding of the project's goals and values.

Using skills in writing, multimedia production, and social media, the role will create content that resonates with the project's audiences and effectively communicates the project's message. The role will also include managing the project's digital channels, ensuring maintenance of a strong online presence and that messaging is consistent across all platforms.

## **3. Main Accountabilities**

### Managing communication channels

- Develop, in collaboration with the Key Expert: Communications, annual and monthly social media and web content plans, update and maintain the project website.
- Handle web content and ensure information published is updated on a regular basis.
- Generate relevant information for social media platforms and update regularly.
- Ensure all communications are delivered in English, Sinhala and Tamil, working in close liaison with SEDR's Translator Consultant.
- Attend internal and external project events and facilitate updates and messaging on these as required.

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- Taking a proactive role, ensure all activities and requirements outlined in the Communications and Visibility Plan are effectively carried out to achieve the project deliverables.

#### Producing content

- Conceptualise, design and edit creative communications materials and content for online and print platforms – eg: infographics, social media posts, events collateral
- Produce basic videos for SEDR’s social media and website.
- Work with Key Experts and Provincial Coordinators to identify potential stories that would be of interest to the stakeholders and that convey project progress and impact.
- Work with the Key Expert-Communications and Advocacy to produce communication materials to promote key messages and opportunities to external stakeholders.
- Write articles about project activities for internal and external audiences and ensure they appear in the media and other communication platforms on a regular basis.
- Support regular reporting on project activities to key stakeholders, Government counterparts and the European Union.

#### Managing visibility guidelines

- Ensure consistency and compliance with the EU visibility guidelines and -SEDR guidelines across the project team, including members of the senior management team and subcontractors.
- Support to prepare presentations and documentations for the project team for presentation at high-level stakeholder and donor meetings.
- Actively support equality and diversity and work to the British Council’s EDI policy at all times.

#### Database management

- Collect, document and store results and evidence data and impact stories.
- Issue and keep stock of – Promotional Brochures, Information materials, educational materials, etc., at the project office.

### **4. Required Outputs/Deliverables**

Specific Outputs and Deliverables will be agreed with the Consultant’s manager (as per Section 8) upon commencement of the Assignment and will be aligned to Sections 2 and 3 above and based upon the needs of and activities under the Project’s Annual Workplan.

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## 5. Consultant profile

### 5.1 Profile required (language and education)

- Strong writing and editing skills, with a fluent command of English. Proficiency in Sinhala and/or Tamil is desirable.
- Bachelor's degree in Communications, Journalism, Development Studies or related field

### 5.2 Profile required (specific experience):

- Minimum 2-3 years' proven experience in communications in the development sector.
- Creative thinker with excellent communication skills.
- Proven strong understanding of social media and how digital media works.
- Experience in managing a range of communications channels (both print and online)
- Ability to communicate with a diverse target market.
- Ability to work with digital communications tools such as Canva, Wix, Adobe Creative Suite, or other related tools.
- Experience working with multicultural teams, operating across different locations.
- Experience of working on EU-funded projects would be advantageous.

## 6. Location and duration

Assignment is of a duration of 1 year (renewable) and is based in Colombo, Sri Lanka.

The Consultant shall be responsible for attending Project meetings, both remote and face-to-face. As such the Consultant shall be required to attend the Project Office as requested by his/her manager. The Consultant may also be required to represent the Project at external meetings with both internal and external stakeholders and at both the Project Office and at external venues. This may include preparing and delivering presentations in English and Sinhala/Tamil.

## 7. Reporting and language

All Outputs/Deliverables to be completed in English with additional Sinhala and/or Tamil language support required on occasion.

## 8. Administration

The Consultant shall be managed directly by the Key Expert Communications and Advocacy for the duration of the Assignment.

We provide competitive consultancy daily fee rates in Euro, and other benefits commensurate with your qualifications and experience.

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To be considered for this Opportunity, please submit a CV (no more than 4 pages, A4) and a cover letter (no more than 1 page, A4), demonstrating how you meet the criteria outlined in sections 5.1 and 5.2 as well as a list of contactable references, by Wednesday 22 March 2023 to [sedr@britishcouncil.org](mailto:sedr@britishcouncil.org).

Only shortlisted candidates will be contacted.

*The British Council is committed to equality, diversity and inclusion. We welcome interest from all sections of the community - women in particular are encouraged to apply.*