

TERMS OF REFERENCE

Programme Associates – Media and Communications

Meghalaya Basin Management Agency (MBMA) / Meghalaya Basin Development Authority (MBDA)

Background

The Meghalaya Basin Management Agency (MBMA) and Meghalaya Basin Development Authority (MBDA) undertake a wide range of programmes and initiatives across sectors including natural resource management, livelihoods, environment, agriculture, community development and other development interventions.

There is a growing requirement to document and communicate these initiatives through strong visual storytelling, IEC materials and digital communication. This includes documenting success stories from the field, producing promotional and highlight videos, creating podcasts, developing social media content and designing communication materials for programmes, campaigns and events.

To strengthen the communication and documentation functions, the following Programme Associate positions are proposed:

- Graphic Designer-cum-Photographer – 1 Position
- Videographer-cum-Video Editor – 2 Positions
- Social Media Manager – 1 Position

1. Programme Associate – Graphic Designer-cum-Photographer

Key Responsibilities

The Graphic Designer-cum-Photographer will be responsible for developing high-quality visual communication and IEC materials for MBMA/MBDA programmes, projects, campaigns and events, along with undertaking photographic documentation.

- Design IEC and communication materials for MBMA/MBDA and its various projects and programmes.
- Conceptualise and design posters, brochures, booklets, Coffee Table Books, hoardings, banners, standees, leaflets and pamphlets, invitations, event backdrops, infographics, social media creatives, reports, publications, success story compilations and other communication and publicity materials.
- Develop layouts and visual concepts for Coffee Table Books, reports, publications, project documentation and other long-form communication materials.
- Adapt approved designs into different sizes and formats required for print, outdoor publicity, events and digital platforms.
- Prepare print-ready artwork and coordinate with printers/vendors, wherever required, to ensure correct dimensions, resolution, colour and final output quality.
- Maintain consistency with MBMA/MBDA branding, logos, colours and communication guidelines.
- Create visual assets for promotional videos, success stories, podcasts and event highlight videos, including title cards, lower-thirds, thumbnails, end cards and other graphic elements.
- Undertake photography for success stories, beneficiary stories, field interventions, events, workshops, meetings, trainings and other MBMA/MBDA activities.
- Travel to project locations and communities for photographic documentation as required.
- Capture high-quality human-interest and project photographs that communicate the work and impact of MBMA/MBDA initiatives.
- Edit and retouch photographs for use in IEC materials, publications, websites, social media and reports.
- Maintain an organised archive of photographs, designs, source files and final communication materials.
- Coordinate closely with programme teams, videographers, editors and the Social Media Manager.

Qualification and Experience

Bachelor's/Master's Degree or Diploma in Mass Communication, Media Studies, Visual Communication, Graphic Design, Photography or any other relevant discipline.

Required Skills

- Proficiency in Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
- Strong skills in layout design, typography, branding and visual communication.
- Experience in designing IEC materials, publications and large-format/outdoor communication materials.
- Understanding of print specifications, resolution, bleed, colour profiles and preparation of print-ready artwork.
- Good photography, composition and photo-editing skills.
- Ability to design for both print and digital platforms.
- Ability to work on multiple assignments within tight timelines.
- Portfolio/work samples demonstrating relevant design and photography work.

2. Programme Associate – Videographer-cum-Video Editor

Key Responsibilities

The Videographer-cum-Video Editor will be responsible for end-to-end audio-visual documentation and production for MBMA/MBDA programmes.

- Travel to project locations to shoot success stories, beneficiary stories, field interventions and project activities of MBMA/MBDA.
- Identify and capture strong visual stories from the field.
- Record interviews, testimonials, activities, supporting footage and other visual elements required for storytelling.
- Undertake camera operation, framing, lighting and sound recording during field shoots.
- Shoot and edit success stories and human-interest videos.
- Produce promotional videos, project highlight videos, campaign videos and short documentaries.
- Shoot and edit event highlight videos covering workshops, launches, conferences, trainings, field visits, exhibitions and other official programmes.
- Create reels, YouTube Shorts, teasers, snippets and other short-form digital content.
- Record and produce podcasts, including video podcasts and audio content.
- Handle multi-camera podcast shoots where required.
- Edit podcast episodes and create short promotional clips and snippets from the same for social media.
- Edit interviews, speeches and messages from officials, experts, community members and beneficiaries.
- Undertake basic colour correction, sound clean-up, audio mixing, subtitles, titles and other post-production requirements.
- Create different versions of the same content for social media, YouTube, events, presentations and other communication requirements.
- Coordinate with the Graphic Designer for title cards, graphics, thumbnails and other visual assets.
- Maintain an organised archive of raw footage, audio files, project files and completed videos.
- Coordinate with programme teams to understand the purpose, messaging and context of each assignment before filming.

Qualification and Experience

Bachelor's/Master's Degree or Diploma in Mass Communication, Media Studies, Film, Videography, Multimedia or any other relevant discipline.

Required Skills

- Proficiency in Adobe Premiere Pro and Adobe Audition.
- Knowledge of other relevant video, audio and post-production software.
- Strong camera handling and videography skills.
- Understanding of framing, lighting and sound recording.
- Understanding of storytelling, sequencing, pacing and visual continuity.
- Basic colour correction and audio post-production.
- Ability to independently handle field shoots.
- Ability to produce both long-form and short-form video content.
- Ability to work under tight timelines, including quick-turnaround event coverage.
- Portfolio/showreel demonstrating relevant videography and editing work.

3. Programme Associate – Social Media Manager

Key Responsibilities

The Social Media Manager will be responsible for planning, coordinating and managing the digital presence of MBMA/MBDA and ensuring regular and effective communication of project activities, achievements and stories.

- Manage designated official social media handles of MBMA/MBDA.
- Manage platforms including Facebook, Instagram, YouTube and other relevant digital platforms.
- Prepare and maintain weekly and monthly content calendars.
- Identify content opportunities from ongoing MBMA/MBDA programmes, projects, events, field activities and success stories.
- Coordinate with programme teams, field staff, photographers and videographers to source content.
- Develop captions, social media copy, headlines, descriptions and other digital content.
- Plan and coordinate the digital rollout of success stories, promotional videos, podcasts, event highlights, campaigns and IEC/awareness content.
- Publish and schedule photographs, graphics, reels, videos, podcast snippets and other social media content.
- Convert larger communication products into platform-specific content such as reels, Shorts, video snippets, quote cards, photo stories, carousels and event updates.
- Undertake live or near-real-time social media coverage of important events where required.
- Promote MBMA/MBDA campaigns and events before, during and after implementation.
- Monitor audience engagement and coordinate responses where appropriate.
- Track the performance of social media handles using metrics such as reach, views, engagement, followers and other relevant indicators.
- Prepare periodic social media performance reports.
- Use analytics to identify better-performing content and suggest improvements in communication strategy.
- Support paid/promoted digital campaigns wherever required.
- Maintain consistency in branding, tone and messaging across MBMA/MBDA digital platforms.
- Maintain a digital archive of published content and campaign material.

Qualification and Experience

Bachelor's/Master's Degree or Diploma in Mass Communication, Media Studies, Journalism, Digital Media, Communication or any other relevant discipline.

Required Skills

- Demonstrable experience in independently managing official, organisational or institutional social media handles.
- Strong writing, editing and caption-writing skills.
- Knowledge of Facebook, Instagram, YouTube and other relevant platforms.
- Experience in content planning and preparation of social media calendars.
- Understanding of digital campaigns and audience engagement.
- Basic knowledge of social media analytics and performance reporting.
- Understanding of promoted/paid digital campaigns will be an advantage.
- Ability to identify, package and present stories for digital audiences.
- Ability to coordinate effectively with designers, photographers, videographers and project teams.
- Candidates should provide details or links to social media handles, pages or campaigns previously managed.

Common Requirements

- Work closely with the Knowledge Management/Communications team and respective programme/project teams.
- Be willing to travel extensively within Meghalaya for field assignments, documentation and event coverage.
- Be available for assignments that may occasionally fall outside regular office hours, particularly for events and field documentation.
- Possess good communication and coordination skills.
- Be able to work within tight timelines and manage multiple assignments simultaneously.
- Maintain proper archives and backups of photographs, footage, designs, communication materials and project files.
- Ensure accuracy and sensitivity while documenting communities, beneficiaries and project activities.
- Follow MBMA/MBDA communication, branding and approval protocols.
- Work collaboratively as part of an integrated communications and content production team.
- Knowledge of local languages will be considered an added advantage.