



Islamic Republic of Afghanistan  
Capital Region Independent Development Authority  
Administrative Division



Proj.-Code	Location	Program / Type / Project / Division / Dept / Sub Dept	Document / Sub Document / Reference / Revision
AFG/KBL/Gen	KBL	Pg-1/ST/Pr-1/AD/Dept/Sub Dept	OL/ICR /(CRIDA/IR/2016/000)/xxx

## TERMS OF REFERENCE

**Title of Post: Marketing and Public Relation Sen. Manager**  
**Project Title: Capital Region Independent Development Authority (CRIDA)**  
**Duty Station: Kabul- Afghanistan**  
**Announce Date: 21/08/2016**  
**Closing Date: 04/09/2016**  
**Duration: on year**

### Background:

The capital region of Afghanistan comprises the Kabul, Wardak, Logar, Kapisa and Parwan Provinces. The total area of the capital region is more than 7735 km<sup>2</sup>. In order to Make safe urban environment and tackle the problems caused by ever increasing population growth in the capital of Afghanistan considering the concentrated economic activities and services provision, Dehsabz City Development Authority (DCDA) has been promoted to Capital Region Independent Development Authority (CRIDA) (As per the Presidential Decree No. 44 dated 23rd June 2016 based on Cabinet Resolution no 3 dated 30 April 2016 of the Islamic Republic of Afghanistan). CRIDA is an Independent Budgetary Unit and Governmental profitable entity within the organizational structure of the Islamic Republic of Afghanistan.

Capital Region Independent Development Authority (CRIDA), not only develop Kabul New City project but also pave the ways for the development of Capital Region with broader visions which are briefly narrated as follows:

1. Transforming the Capital Region by turning it into a mega city that is clean, environmentally friendly, cultured with booming industries and commerce, sports and tourism and ultimately a metropolitan city that is self-reliant and sustainable, a city that has infrastructure and facilities of high standards with healthy physical environment.
2. Building a diverse community that is free of ethnic, linguistic, racial and religious prejudices.
3. Promoting urban culture and enhancing the standard of life through development of the Capital Region.
4. Development of cities (through decentralization for balanced development) within the Capital Region by protecting the originality, historical value and organic linkages with the existing Kabul city to transform the entire capital zone into a symbol of national unity.

CRIDA is currently looking for a Marketing and Public Relation Sen. Manager to play active role in Public Awareness, Marketing Campaign for the Capital Region and strengthen the communication bridge in-between CRIDA and all relevant stakeholders and Media agencies, meanwhile supervising the relevant activities for achieving the public relation, marketing and communication strategic goals of CRIDA on objective basis.

**Reporting Line:**

The Marketing and Public Relation Sen. Manager would directly report to the Investment Regulation Division's (IR) Director.

**Duties/Responsibilities:**

- Prepare and implement comprehensive Public Relation and Communication strategies for achieving the strategic goals of CRIDA;
- Prepare and update timelines, action plans and presentations while implementing the CRIDA Communication and Public Relation strategies;
- Manage, plan, and organize investment promotion campaigns, national and international conferences, exhibitions, networking events, Information sessions, gatherings, press conferences in order to identify and attract potential investors to Capital Region;
- Manage the media queries and make sure that prompt actions are taken during and after relevant media events;
- Manage and lead all technical arrangements necessary for organizing an event;
- Initiate concepts and plans for the relevant marketing and investment promotion event and assign accurate timeline for development of activities;
- Manage relevant administrative and technical arrangements before, during and after the events;
- Updates the IR Director on the progress of relevant events through providing updated event tracking checklists;
- Prepare effective Pre-event and Post-event progress reports/presentations to the IR Director or CRIDA's management (if necessary).
- Manage the Capital Region public relation and awareness campaigns in a close cooperation of CRIDA's Relevant Divisions;
- Prepare and manage monthly/bi-monthly CRIDAs' publications (online and published);
- Facilitate and initiate documentaries, animations videos, General & Event's Promotional Materials including cards, booklets, banners and flyers etc. for public awareness through different awareness tools (Hard, Soft, Social Media, official Websites, Medias, Exhibitions, seminars, conferences, workshops and etc.);
- Establish and maintain sound communication channels with all relevant involved stakeholders including media and public;
- Facilitate the participation of CRIDA's Management team in relevant national or international conferences and events;
- Periodic development, Supervision and maintaining of all relevant official websites' of CRIDA in three languages (Pashto, Dari & English);
- Perform any task assigned by the IR Director;

**Skills and Qualifications:**

- Master's degree in Business Administration, Marketing, Public Relations, Communications, Journalism or any relevant field
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure
- Excellent written, oral and interpersonal skills
- Capability and proven experience crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences

- Familiarity with branding compliance
- Well-developed planning, organizational development and business skills
- Demonstrated leadership ability: capacity to recruit, lead and marshal the talents of a competent and marshal resources and execute projects to completion
- Skills in planning, problem identification and solution
- Exceptional interpersonal skills
- Ability to meet deadlines, ability to allocate and review priorities
- Enjoy working in a fast-paced, intellectually stimulating environment
- High degree of flexibility in work and personal life
- Be a good team player who has the ability to get on with tasks and achieve results
- Demonstrate ability to communicate with persons of various cultures and disciplines
- Excellent oral and written communication skills of English, Dari & Pashto are strongly desirable
- Ability to develop and maintain positive relationships with professional contacts, resources and/or networks and deal with people with sensitivity, tact, discretion and professionalism
- Information management skills including a high level of accuracy and attention to detail
- Ability in using a range of computer hardware and software

#### **Experience:**

- A Minimum of more than 5 years professional experience in Marketing, Public Relations, Communications, Business Administration, Journalism, or any related field.
- Capability and proven experience in crafting communications strategies with an eye toward results-based management.
- A master's degree in the field of public relations, marketing or business administration is highly preferred.

#### **Applications:**

To apply for the above position, please email your application, together with an update CV before 4<sup>th</sup> September, 2016.

Human Resources Department

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CRIDA will not be able to respond to inquiries about application status and will only contact short-listed candidates.