



**COORDINATING MINISTRY FOR ECONOMIC AFFAIRS
REPUBLIC OF INDONESIA**

TERMS OF REFERENCE

Communications and Outreach Specialist

**EITI INDONESIA SECRETARIAT
2015**

EITI Indonesia Secretariat Communications and Outreach Specialist

Background

The Extractive Industries Transparency Initiative (EITI) is a global standard for promoting openness and accountable management of natural resources. Since 2010, the Republic of Indonesia has been voluntarily and actively participating in the EITI, and in 2014 the country was declared "compliant" by the EITI International Secretariat in Oslo, Norway.

Under the EITI in Indonesia, oil, gas, and mining companies are expected to report the total amount of all significant payments to the government, including taxes, royalties, and other related payments. Separately, government agencies responsible for collecting those revenue streams report the amounts received. These two sets of data submissions are cross-checked by an independent reconciler. The results of this reconciliation are then published widely, and a significant effort is made to engage the public and stimulate broader dialogue on how Indonesia's natural resources are being managed.

The benefits of Indonesia's participation in the EITI are wide-ranging, particularly given the significant role that the extractives industry plays in Indonesia's economy.¹ For the government, the EITI can help to identify leakages in revenue collection, and as well as reinforce the government's commitment to anti-corruption efforts and maintaining a stable and transparent environment for future investments in the sector. For companies, participation in the EITI can help improve the often negative public perceptions of the extractives industry, and build trust between companies and the communities in which they operate. For civil society (NGOs, media, academic institutions, etc.), participation in the EITI can help deepen citizens' understanding of the sector, and stimulate meaningful dialogue on how the country's natural resources are being managed for the benefit of all Indonesian people. In addition to the technical expertise required for this undertaking, a strong public outreach strategy for this effort is critical.

The EITI is being implemented in Indonesia by a multi-stakeholder group (MSG) comprised of representatives from the government, companies and civil society. While the MSG is responsible for the overall strategic direction and implementation of the EITI, the day-to-day activities around EITI are managed by a National EITI Secretariat, housed within the Coordinating Ministry for Economic Affairs.

The Communications and Outreach Specialist will be a key member of the National Secretariat to guide and direct public outreach around the national EITI effort, and will report to the Team Leader/ Deputy Head of Secretariat. This position will be responsible for communicating and emphasizing the EITI's importance to a broad range of stakeholder groups, and using various mass media outlets (online, broadcast, print, social media, etc) to help stimulate public dialogue

¹ The extractive sector represented 16 percent of GDP (7 percent from mining and 8.5 percent from oil and gas) and more than 40 percent of exports (22 percent from mining and 20 percent from oil and gas) in 2011. Moreover, extractives-related revenues account for approximately one third of Indonesia's national budget.

around themes of natural resource management and governance. The position will require well-articulated, target-focused and cost-effective communications with respect to the implementation of EITI in Indonesia. The incumbent will coordinate all educational outputs of the organization and oversee the design and production of all national EITI-related materials. The position will also be required to provide overall management of the EITI Indonesia communications strategy, including maintaining close relations with the MSG, civil society organizations and the public at large.

Duties:

In general, the Communications & Outreach Specialist will:

- Portray a clear "brand image" of EITI Indonesia as a government-led, multi-stakeholder initiative aimed at ensuring transparency and accountability in the management of oil, gas and mining revenues;
- Promote citizen awareness of the EITI process and its aims – i.e. translating sector-specific technical/financial data into a message/format appropriate to facilitate broad public understanding of key themes;
- Maintain and strengthen relationships with civil society groups which have historically been involved in the EITI process, and devote significant effort to expanding the interest and participation in EITI among other currently uninvolved groups.
- Effectively relate to the media as a conduit through which the EITI Secretariat can communicate with the broader public, both directly and indirectly;
- Ensure that communications with key government entities are carried out in a professional, smooth and consistent manner;
- Plan and execute the dissemination of annual EITI Indonesia reports for maximum public awareness;
- Oversee the production of miscellaneous communications materials (digital, print, etc) as needed.

In particular, the Communications & Outreach Specialist will:

- Develop and ensure the effective implementation and results-focused monitoring of a communications strategy, policies and procedures, including a mapping of specific target audiences and identification of effective channels of communication and outreach, incl. innovative use of digital/online and social media tools;
- Broaden the involvement in EITI among previously uninvolved civil society groups, both at the national and sub-national level, focusing on (but not limited to) NGOs, academic/research institutions, women/youth organizations, environmental groups, community-based organizations, unions, etc.;

- Establish the EITI Indonesia website as the public information clearinghouse for the EITI in Indonesia, including but not limited to EITI reports, data and analysis, regular blog posts covering relevant issues/activities;
- Serve as the central communication point for national media activities related to EITI Indonesia, including interaction with the press corps, coordination of message-appropriate TV/radio appearances, print media, brochures and posters/advertisements;
- Promote public discussion of the findings, issues, interviews, policy analysis results and other research (internal or external) relevant to EITI Indonesia's thematic areas of transparency, accountability, and good resource governance;
- In collaboration with other National Secretariat staff, produce periodic policy briefs on specific thematic/topical areas covered under the EITI, specific to Indonesia: extractives sector practices/regulations, extractives revenue management, ongoing governance/reform initiatives, sub-national payment flows, licensing, etc.
- Design and produce professional communications materials and ensure their effective dissemination/distribution, including (but not limited to) press releases, information kits, workshop materials, talking points, speeches, brochures, scripts, videos, and other materials with the aim of expanding public discourse on EITI-related themes;
- Identify and maintain lists of relevant media contacts, editors, community leaders, other opinion leaders, industry contacts and government contacts;

Deliverables:

Specific deliverables will include, but are not limited to:

- Overall communications and outreach strategy for EITI Indonesia;
- Quarterly newsletters highlighting the ongoing activities of the MSG and National Secretariat, as well as other relevant extractives-related news and analysis, both globally and nationally;
- User-friendly website, regularly updated, providing a clearinghouse for information on the EITI in Indonesia;
- Articles in both national and regional print media;
- At least three printed and/or digital brochures/briefs on EITI-related policy issues in Indonesia, focusing on specific thematic/topical areas;
- A formal annual activity report covering EITI Indonesia's activities over the previous year;

- Other materials targeting specific population groups within Indonesia as appropriate (e.g. videos, illustrated comic book for youth populations, translating materials into local languages, etc).

Qualifications and Experience:

- The candidate should have a Bachelor's Degree and at least ten years' experience in strategic/public communications;
- Previous experience in video production, website design and maintenance, and print media is desirable;
- Existing active and demonstrable relationships with the current national and international press corps in Jakarta is desirable;
- The candidate should be highly self-motivated and believe in the mission of EITI Indonesia;
- The candidate should be fluent in spoken and written English and Bahasa.