The World Vegetable Center (WorldVeg) is an international non-profit institute for vegetable research and development. Founded in 1971 with headquarters in Taiwan, the Center’s global network today covers East and Southeast Asia, sub-Saharan Africa, South Asia and Central Asia. The Center mobilizes resources from the public and private sector to realize the potential of vegetables for healthier lives and more resilient livelihoods. WorldVeg’s improved varieties, production and postharvest methods help farmers increase vegetable harvests, raise incomes in poor rural and urban households, create jobs, and provide healthier, more nutritious diets for families and communities. For more information, please visit our website: worldveg.org

WorldVeg is seeking a Consultant – Project Communications Specialist to provide key communication support services to research and development projects mostly in South Asia. The incumbent will be expected to travel to field sites and to develop training and promotional videos to support project activities, manage the design, layout and printing of publications and assist in maintaining regional web pages and social media services. This is a consultant position open for Indian nationals only. The consultant will be based in Hyderabad and will work closely with the WorldVeg headquarters communication team.

Responsibilities:

- Design and develop short training and promotional stories and videos about project activities and achievements in close collaboration with project field staff located across India.
- Design and manage the printing and distribution of project training and extension publications.
- Organize the distribution of videos via social media to reach a wide range of farmers in India.
- Write news stories for publishing in the WorldVeg global newsletter and website, and develop regional promotional materials.
- Liaise with communication staff in WorldVeg headquarters and with communication professionals in Hyderabad to enhance regional communication services.
- Raise the profile of WorldVeg in India through print media and social media, and facilitate communications between regional project teams using social media.
- Contribute stories to Fresh, the Center’s bimonthly newsletter, and posts for the Center’s website, Facebook page, and other social media.
- Assist with other aspects of media work and related services for the regional office as directed by the SCA Regional Director.
- Compile and maintain a database of media and project contacts.
- Serve as press liaison with key organizations, journalists and correspondents; track press inquiries.
- Assist with other aspects of media work and related services for the regional office as directed by the SCA Regional Director.

Qualifications and Experience:

- At least a Master’s degree in Mass communication, Journalism, Public Relation, advertising, social sciences or a related field, with at least five years’ experience in organizational or development communications, training or event support services.
- A self-starter with good all-round communication skills in video and print media who is prepared to travel within India and can build good rapport with field staff and farmers to help meet project communication needs.
- Proven abilities to design and develop extension material, short and effective training and promotion videos.
- Excellent graphical design and interpersonal communication skills, a good team player and the ability to work well in a multicultural environment.
- Fluency in written and spoken English and Hindi (knowledge of Regional languages would be an advantage). Must be able to communicate complex information in a lively, accurate and readable manner in a variety of formats, including press releases, magazine articles, newsletters, websites and social media, targeted at a range of audiences.
- Experience in agriculture/horticulture, international development.
- Ability to reliably organize work, manage time, determine priorities and meet deadlines.
- Excellent computer skills with experience in using InDesign and other major graphical design software.
General: The Consultancy will be for a period of 6 to 12 months depending upon the needs of the project.

How to Apply: Applicants should submit a letter of application explaining their suitability for and interest in the position along with a curriculum vita, a recent passport size photograph, names and addresses (including phone & e-mail) of three referees, and the date of availability. Please send applications stating the job title clearly on the application/envelope to Human Resources Services, ICRISAT, Patancheru, Telangana 502 324, or send applications by e-mail to WorldVeg-SA@cgiar.org by 15 January, 2022. Only short-listed candidates will be contacted.

WorldVeg strongly welcome women candidates to apply