

AS-CFMS

(A Registered Society under Finance Department)

Assam Society for Comprehensive Financial Management System

F-228, F Block, Assam Secretariat, Dispur, Guwahati-781006 (Assam, India)

No.: ASPIRe/01/2019/1

Dated: Dispur, January 3, 2019

TERMS OF REFERENCE

For a content Writer to be housed under AS-CFMS

Background:

The Government of Assam has received financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of “Assam State Public Finance Institutional Reforms project (ASPIRe Project). A Special Purpose Vehicle (SPV) in the form of a Society named, Assam Society for Comprehensive Financial Management Systems (AS-CFMS) has been created for this purpose, within which a Project Management Unit has been created. ASPIRe project envisages to strengthen the PFM institutional framework and systems, improve institutional and human resource capacity in the areas of cash and debt management, procurement, and (PPP), and build the capacity of the Government of Assam’s (GoA) officials in Finance and line departments in various aspects of Public Financial management (PFM).

There has been some major activities/steps taken within the purview of the ASPIRe project which would be critical interms of the services rendered out to the public by departments like Finance, Directorate of Accounts and Treasuries, Commercial Taxation and Excise. It is important to create awareness about such externally aided projects and the kinds of vision that have been envisaged for the state of Assam. The public in general needs to be made aware of such progressive steps taken and the kinds of benefits that would percolate down to everyone. Even within the team associated with the ASPIRe project there has been some new and innovative ideas that have been actioned upon, which have had a catalysis effect on the motivation factor amongst the team comprising of government officials, consultants, contractual employees etc. These can be documented so that some of the best practices may provide for some necessary motivation to any other entity that may want to venture on similar project.

In this context, the Government of Assam is looking for a content writer, who in general will help generate content which will provide reading material for officials of the Government and the public in general, in order to sensitize the people about the working and initiatives taken by the Finance Department, Government of Assam.

The detailed job description is enclosed at Annexure I.

Qualification:

- Post Graduate Degree/Diploma in Mass Communication/Journalism or Post Graduate in English

Experience:

- At least 5 years of experience in mainstream English journalism; including 3 years in editing desk or similar experience in content writing for Government/International Agencies/Think-tank’s/Startup Companies etc.

- Documented writing samples which have been published in reputed publications/newspapers/websites.
- Experience in Business/Information Technology journalism is preferable.
- Proficiency in Assamese and Hindi language is preferable.
- Experience in Government projects/direct experience of working in Government will be preferred.

Competencies Required:

- Impeccable written and oral communication skills in English.
- Excellent editing skills
- Ability to learn new technology tools or platforms quickly when need arises
- Ability to work independently with minimal supervision
- Ability to work under multiple tight deadline
- High level proficiency in standard computer software, in particular, MsOffice, Google Doc.
- Proficiency in handling content publishing platforms.

Scope of Work:

- Develop reader friendly content to highlight works undertaken by AS-CFMS and Finance Department.
- Write articles and develop content for blogs/website.
- Curate content to for participation of Finance Department, Government of Assam in various National level eGovernance Award Competitions etc.
- Write press releases of various events, activities etc.
- Develop user manuals for the software applications that are developed etc.
- Edit content, removing grammatical errors, checking facts and adhering to format, style and structure.
- Manage content publishing platforms and tools — WordPress, HTML/CSS, MS publisher, Twitter, Facebook, YouTube, etc., whenever needed.
- Planning and executing all aspects related to content writing and editing, beginning with choosing a relevant topic/theme to publishing the same.
- Develop and execute your own stories, series, and campaign ideas, which seamlessly align with the Finance Department/project's goals and existing resources.
- Coordinate between the Content Team and our internal and external content writers.

Remuneration:

Market competitive salaries will be offered and the same is negotiable.

Period of Service:

The contract shall be initially for a period of 1 (one) year with a provision of further subject to satisfactory performance.

Mode of Application

[Content Writer for ASPIRe - Application](#)