

# Chennai Unified Metropolitan Transport Authority

---

## TERMS OF REFERENCE

### Communication Expert

#### I. Introduction

1. The Chennai Unified Metropolitan Transport Authority (CUMTA) was established by the Government of Tamil Nadu (GoTN) through a Statutory Act provision during November 2010, and the Rules for CUMTA were notified during January 2019. The Act has been further amended in September 2020 proposing the Hon'ble Chief Minister of Tamil Nadu as Chairman of the of the CUMTA.
2. The creation of CUMTA was a step towards integrated and sustainable urban mobility initiative for Chennai. CUMTA is better placed to manage the existing institutional gaps and overlaps amongst various agencies in tackling urban transport issues at an optimum utilization of resources. The jurisdiction of CUMTA extends over the whole of Chennai Metropolitan Planning Area.
3. Currently, CUMTA is functioning under Housing and Urban Development Department and a 'Special Officer' has been appointed to execute the duties of Member-Secretary, CUMTA (as well as the Chief Executive Officer). One of the key responsibilities of the Member Secretary is to carry out day-to-day functions undertaken by CUMTA and also to conduct meetings/ facilitating discussion for the authority to take multiple decisions under CUMTA. Hence, GoTN with the help of World Bank under Chennai City Partnership program is working towards strengthening the existing CUMTA to make it fully operational.
4. The organizational structure and staffing requirements for maturity-wise strengthening of CUMTA is worked out in detail in the adopted operations manual document of CUMTA. A preliminary staff strength consisting of 3 officers on deputation, 2 planners on contract, 4 non-technical staffs on working arrangement are deployed. To fully functionalize CUMTA's operation in the urban mobility sector, furthermore experts/professionals are required.

**II. Name of the Post:** Communication Expert

**III. Role:**

- a. To strategize, create, and execute communication and outreach activities for diverse stakeholders, using traditional, web, social media channels.
- b. To assess the effectiveness of outreach and engagement among the target audience in different channels and develop appropriate strategies based on insights on limitations and opportunities
- c. To possess a keen eye for editorial accuracy, presentation of complex ideas and data for a general and non-technical audience.

**IV. Key Responsibilities**

- a. To prepare branding, communications and public relationship management policies for CUMTA.
- b. To ensure effective branding of CUMTA including its vision, mission and goals, the need and benefits of CUMTA
- c. To perform all branding, communications and public relationship management related functions.
- d. To create and develop communication materials for multiple websites, newsletter, organizational announcements, and social media.
- e. To coordinate between various government/non-government agencies for soliciting all information required for fulfilling all functions related to communication.
- f. To perform all such duties and functions as required for the position.

**V. Qualifications and Experience**

- a. Post graduate degree in communication, journalism, social sciences or related disciplines.
- b. At least 5 years of work experience with at least 3 years of experience in any public / private sector entity in the field of communications or journalism, experience with website architecture and graphic design is an added asset.
- c. Proficient in Microsoft Office, content management systems, and social media platforms.
- d. Working knowledge of design software like – Adobe InDesign, Adobe Photoshop, Adobe Illustrator and etc.

- e. Demonstrable knowledge and experience in development of Communication Strategy in any public/semi-public sectors.
- f. Experience in branding, public relationship management and associated procedures.
- g. Membership of a relevant professional body is an added advantage.

#### **VI. Duty Headquarters**

The duty headquarters of the Communication Expert will be in Chennai Unified Metropolitan Transport Authority, Chennai. She / he will be required to travel frequently within and outside the city and occasionally outside the state for project purposes.

#### **VII. Duration**

Appointment to the post will be on contract basis initially for a period of two year and likely to be extended based on the performance.

#### **VIII. Reporting Arrangements**

The Communication Expert will report to the Special officer / Member Secretary, CUMTA.