



Islamic Republic of Afghanistan
Capital Region Independent Development Authority
Investment Regulation 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 Officer

Project Title: Capital Region Independent Development Authority (CRIDA)

Duty Station: Kabul- Afghanistan

Announce Date: 02/01/2017

Closing Date: 10/01/2017

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 km². In order to create 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) was 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 develops Kabul New City project but also paves the ways for the development of Capital Region with broader visions which are briefly narrated as follows:

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.

Building a diverse community that is free of ethnic, linguistic, racial and religious prejudices.

Promoting urban culture and enhancing the standard of life through development of the Capital Region.

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 Officer to play active role in Marketing Campaign for Capital Region, meanwhile developing the relevant activities for achieving the public awareness, marketing and communication strategic goals of CRIDA on objective basis.

Reporting Line:

The Marketing Officer would directly report to the line Manager/Investment Regulation Division's Director.

Duties/Responsibilities:

- Assist in planning and organizing investment promotion campaigns, conferences, networking events, information sessions, gatherings ... etc. to promote CRIDA nationally and internationally.
- Acts as the assisting event manager before, during and after the event;
- Undertake all necessary technical, administrative and operational task for organizing the event;
- Prepare effective Pre-event scenarios and post-event success reports for better synchronization and coordination of the event;
- Prepares comprehensive annual/bi-annual Event Calendars for CRIDA including all the tentative and expected events to be organized by relevant divisions;
- Prepare and update event tracking checklists and ensures implementation of tasks accordingly;
- Provide technical support while organizing relevant events and gatherings;
- Prepare marketing related articles as and when needed for newsletters and publications in the official website of CRIDA.;
- Assist in the designing of marketing materials (photo stories, pod-casts, video clips, flyers, brochures and etc.) for national and international events, conferences, workshops and its publication through social media and CRIDA's official website;
- Assist in collection, translation, modification of marketing materials for publications (hard, Soft)for internal or external usage;
- Initiating the Marketing Animation scenarios for investment in the Capital Region, preparing documentaries of the projects which are completed, in progress or planned for the future.
- Participations in the marketing and public awareness relevant meetings and events and preparing the meeting reports;
- Performs any other activity assigned by the line Manager/Director.

Skills and Qualifications:

- Bachelor's degree in Business Administration, Marketing, Economics, Communication or any relevant fields;
- Good analytical, innovative, creativity skills;
- Familiarity with branding compliance
- Familiar with basic computer programs
- Ability to think clearly and logically.
- Skills in planning, problem identification and solution.
- Exceptional interpersonal skills.
- Ability to meet deadlines, ability to allocate and review priorities.
- High degree of flexibility in work and personal life.
- Demonstrated 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

Experience:

- More than 4 years of related experience is preferred including commercial background and in addition:
- Experience in any relevant fields of Marketing, Communication or Event management would be an asset
- Capability and proven experience in event management would be appreciated.

Applications:

To apply for the above position, please email your application, together with an update CV before 10th Jan, 2017.

Human Resources Department
Capital Region Independent Development Authority (CRIDA)
House #214, Street #4, 4th Precinct
Solh Road, Ansari 1st Stree, Haji Yaqoob Square, Share-Naw
Kabul, Islamic Republic of Afghanistan
Email: jobs@crida.gov.af
CC: mraza.nayeel@crida.gov.af

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