



TERMS OF REFERENCE

Communications Analyst

SUDAN POLICY ADVISORY GROUP

1. Position Information

POSITION TITLE	Communications Analyst
ORGANISATION	Sudan Policy Advisory Group (SPAG), an independent association governed by the French Law of 1 July 1901
OFFICE	Office of the President
LOCATION	Remote and hybrid working as authorised
REPORTS TO	Chief of Staff
ENGAGEMENT	Volunteer service, part-time and unremunerated
TIME COMMITMENT	Indicatively 10 to 14 hours per week, flexibly scheduled, with additional availability around meetings of the Executive Bureau and the General Assembly
TERM	Two years from appointment, renewable on the basis of performance and institutional need

2. Organisational Context

SPAG is an independent, non-partisan association established under the French Law of 1 July 1901. Its mandate covers strategic planning, public policy research, governance advisory, institutional capacity development, analysis, stakeholder dialogue, innovation and sustainable development.

The Office of the President provides strategic coordination, briefing, engagement and follow-up support to the President. The Communications Analyst works under the supervision of the Chief of Staff and coordinates with the General Secretariat, executive management, research and policy functions, and other authorised teams as required.

3. Purpose of the Role

The Communications Analyst provides executive communications, research and editorial support to the Office of the President. The role helps ensure that the President is supported with accurate, timely and well-structured communications products for institutional engagements, governance responsibilities and external representation. He/she translates complex institutional, policy and research information into clear messages, briefings and content while maintaining SPAG's standards of accuracy, impartiality, confidentiality and institutional tone. The role supports communications delivery but does not independently act as a spokesperson or determine institutional positions.

4. Authority and Limits of Delegation

The Communications Analyst acts under the supervision of the Chief of Staff and within approved communications, confidentiality and clearance arrangements.

5. Duties and Responsibilities

Under the supervision of the Chief of Staff, the Communications Analyst shall:

5.1 Strategic communications support

- Maintain a forward communications and content calendar for the group, aligned with the President's engagement schedule, and coordinate inputs and deadlines for communications products and follow up with responsible contributors to support timely delivery.
- Draft speeches, remarks, talking points, messages, forewords, correspondence and other communications materials for the President.
- Adapt technical, research and policy material into clear executive-level messaging appropriate to the intended audience.
- Draft website and social-media content relating to the President's official activities and institutional engagements, and coordinate publication requirements with the responsible communications, digital and technical functions.
- Support communications coverage of major presidential engagements and ensure final public materials reflect approved messages and positions.

5.2 Editorial and content quality

- Edit outreach content for clarity, accuracy, consistency, tone and institutional positioning, and support preparation of presentations, statements, articles, web copy and other executive communications products.
- Apply approved terminology, branding, attribution and editorial standards and maintain clear version control during review and clearance.

5.3 Outreach Planning and Information Coordination

- Maintain an organised repository of approved speeches, statements, messages, briefing materials and other presidential communications records.
- Maintain a concise tracker of communications requests, products, clearance status and publication or delivery dates.
- Perform such other communications, research and editorial functions as the Chief of Staff may assign within the mandate of the Office of the President.

6. Key Deliverables

The following are the standing outputs by which the role is evidenced.

Deliverable	Timing
Group outreach and communications calendar	Within 30 days, maintained continuously
Official speeches, statements, remarks and briefing materials	As required, ahead of scheduled engagements
Background and stakeholder briefs	As required
Digital and web content for authorised presidential activities	As required
Communications requests and clearance tracker	Maintained continuously
Media and issue-monitoring note	Weekly, or as agreed with the Chief of Staff
Repository of approved presidential communications	Maintained continuously
Communications activity summary	Monthly, or as requested

7. Integrity, Conduct and Safeguarding

The Communications Analyst is bound by SPAG's policy framework, including the Code of Conduct, Conflict of Interest, Data Protection and Privacy, Records Management, Safeguarding and PSEAH, and applicable communications and confidentiality requirements. In particular:

- Drafts are fact-checked and no external communication is released without the required review and authorisation.
- Draft speeches, briefings, correspondence and stakeholder information are protected during and after the appointment.
- Personal views are not presented as SPAG positions, and communications remain consistent with the Association's non-partisan character.
- Actual, potential or perceived conflicts relevant to communications assignments are declared and managed promptly.
- Personal data, copyrighted material, images, quotations and third-party information are used only with appropriate authority and attribution.

8. Competencies



9. Learning, Development and Professional Benefits

SPAG seeks to ensure that service with the Association contributes to the professional growth and development of its personnel and volunteers. Subject to role requirements, performance, availability and institutional resources, the incumbent may benefit from:



10. Qualifications and Experience

10.1 Education

An advanced university degree in communications, journalism, public relations, international relations, public policy, political science, development studies or a related field. A first-level university degree combined with additional relevant professional experience may be accepted in lieu of an advanced degree.

10.2 Experience

- A minimum of two years of relevant professional experience in communications, public information, journalism, policy communications, executive support or a related field.
- Demonstrated experience drafting and editing high-quality speeches, briefing notes, talking points, correspondence, articles or digital content.
- Strong research, fact-checking and editorial skills, with demonstrated ability to translate complex information into concise communications products.
- Experience with digital communications, website content, social media or communications planning is desirable.
- Experience with policy, research, development, international or civil-society organisations, particularly in Sudan, the Horn of Africa or complex institutional settings, is an asset.

10.3 Languages

Fluency in English or Arabic is required, and a strong working knowledge of the other is highly desirable. Knowledge of French is an asset given the Association's legal seat in France.