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the People of Japan**



**International Organization for Migration (IOM)**  
The UN Migration Agency

## Return of Qualified Afghans Programme **TERMS OF REFERENCE**

<b>I. POSITION INFORMATION</b>	
Position title:	Marketing Manager
Host Institution:	Shams London Academy
City:	Kabul
Position number:	01
Organizational unit: Reporting directly to: Overall supervision by:	Managing Director (MD)
Managerial responsibility: Directly reporting staff:	Marketing Officers

<b>II. ORGANIZATIONAL CONTEXT AND SCOPE</b>
<p>Under the direct supervision of the Managing Director, the candidate will be primarily responsible for marketing.</p>

<b>III. RESPONSIBILITIES AND ACCOUNTABILITIES</b>
<p><u>Main duties and responsibilities:</u></p> <ol style="list-style-type: none"> <li>1. Preparing technical documents, business plans, project proposals, fact sheets, company profiles, contracts/agreements;</li> <li>2. Drafting business development strategies in the region ;</li> <li>3. Meeting with Donors (national &amp; international agencies ) and building close relationships;</li> <li>4. Collecting information on tenders and submitting proposals;</li> <li>5. Managing estimation and marketing departments;</li> <li>6. Responsible for generating construction, logistics, education, media &amp; all other projects and business for the company;</li> <li>7. Identifying revenue generation sources such as donors, NGOs &amp; other</li> <li>8. Dealing with matters pertaining to all external contracts &amp; partners like</li> </ol>



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Maiwand, Kaisha, Etisalat & Others.

- 9. Keeping the higher authorities informed about all important issues.

Other duties and responsibilities

Any other duty/responsibility assigned by the competent authority.

**IV. COMPETENCIES**

The incumbent is expected to demonstrate the following technical and behavioural competencies:

**Behavioural**

**Accountability**

- Accepts and gives constructive criticism
- Follows all relevant procedures, processes, and policies
- Meets deadline, cost, and quality requirements for outputs
- Monitors own work to correct errors
- Takes responsibility for meeting commitments and for any shortcomings

**Client Orientation**

- Identifies the immediate and peripheral clients of own work
- Establishes and maintains effective working relationships with clients
- Identifies and monitors changes in the needs of clients

**Continuous Learning**

- Contributes to colleagues' learning
- Demonstrates interest in improving relevant skills
- Demonstrates interest in acquiring skills relevant to other functional areas
- Keeps abreast of developments in own professional area

**Communication**

- Actively shares relevant information
- Clearly communicates, and listens to feedback on, changing priorities and procedures
- Writes clearly and effectively, adapting wording and style to the intended audience
- Listens effectively and communicates clearly, adapting delivery to the audience

**Creativity and Initiative**

- Proactively develops new ways to resolve problems

**Leadership and Negotiation**

- Convinces others to share resources
- Presents goals as shared interests



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**Performance Management**

- Provides constructive feedback to colleagues
- Provides fair, accurate, timely, and constructive staff evaluations

**Planning and Organizing**

- Sets clear and achievable goals consistent with agreed priorities for self and others
- Identifies priority activities and assignments for self and others
- Organizes and documents work to allow for planned and unplanned handovers
- Identifies risks and makes contingency plans

**Professionalism**

- Masters subject matter related to responsibilities
- Identifies issues, opportunities, and risks central to responsibilities
- Incorporates gender-related needs, perspectives, and concerns, and promotes equal gender participation
- Persistent, calm, and polite in the face of challenges and stress
- Treats all colleagues with respect and dignity

**Teamwork**

- Actively contributes to an effective, collegial, and agreeable team environment
- Contributes to, and follows team objectives
- Gives credit where credit is due
- Seeks input and feedback from others
- Delegates tasks and responsibilities as appropriate
- Actively supports and implements final group decisions
- Takes joint responsibility for team's work

**Technological Awareness**

- Learns about developments in available technology
- Proactively identifies and advocates for cost-efficient technology solutions
- Understands applicability and limitation of technology and seeks to apply it to appropriate work

*Technical (specific to the job family)*

- The technical requirements are: Media, Graphics and Design knowledge



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**V. EDUCATION AND EXPERIENCE** (*specific to the category and (expected) level of the position*)

- A completed university BA degree in Marketing
- Minimum one year of relevant work experience in Marketing with demonstrable successes
- Excellent verbal and written communication skills in Dari/Pashto.

**VI. LANGUAGES**

Required

- |   |                                     |
|---|-------------------------------------|
| <ul style="list-style-type: none"> <li>▪ Dari</li> <li>▪ Pashto</li> <li>▪ English</li> </ul> | <p>Fluent<br/>Fluent<br/>Medium</p> |
|---|-------------------------------------|