



REFORM SUPPORT UNIT
EDUCATIONS & LITERACY DEPARTMENT
GOVERNMENT OF SINDH

NOTIFICATION

No: PO (ADMIN) RSU/SOP-CU/2014: The Education & Literacy Department, Government of Sindh has been pleased to establish Communication Unit (CU) within Reform Support Unit (RSU) vide notification No. SO(G-I)E&L/RSU/1-1/2014 dated 17th March 2014, with the functions thereof, in continuation to the same following are the Standard Operating Procedures (SOPs) / roles and responsibilities of the employees of Communication Unit(CU):

1. The CU will be responsible for public relations with all stakeholders with a key focus on donor organizations, media and civil society
2. Communication Unit (CU) will work under SPM (Communication & Incentive).The team of the unit comprises of:
 - i. Communication Specialist (yet to be hired)
 - ii. Faiza Shafiq-Public Relation Officer (PRO)
E-mail: faiza.shafiq@gmail.com
 - iii. Anwar Bhutto - Web Application Developer(WAD)
E-mail: bhuttoanwar@gmail.com
 - iv. Ghulam Rasool Pathan-Complaint Management Officer (CMO)
E-mail: feedback@rsu-sindh.gov.pk
3. The CU will provide technical and advisory support to the relevant SPMs/ PMs and portfolio managers on the content, packaging and dissemination of information products relevant to the needs of the portfolio
4. The CU has to develop a comprehensive Communication Strategy for Sindh Education Department encompassing proactive communication policies and plans with internal and external stakeholders/Education Department and take measures for its implementation.
5. The Communication Strategy will importantly include identifying and featuring high performing education management officials and disseminating their stories along with guidance and insights to potentially improve the performance of their counterparts elsewhere.

6. The Communication Strategy will cover the policies and procedures of internal and external communication and explicitly focus on dissemination of consultations on the contents and results of Sindh Education Sector Plan.
7. The Public Relation Officer (PRO) is responsible for communication with the media, general/social public, internal and external stakeholders. The key of the PRO shall be:
 - *To create information products for external stakeholders (brochures, newsletters, bulletins, press releases, public notices, etc.)*
 - *Crisis and Reputation Management (responds to media reports in a timely manner and ensures that misinformation should not be disseminated).*
 - *Any news/information for publication in newspaper*
 - *To select effective communication channels to improve the outreach and impact of overall communications strategy.*
8. PRO will send news (published in any newspaper) relating any complaint regarding Education Department / reforms to the Complaint Management Officer (CMO), for which the CMO will take necessary action.
9. The CMO is responsible for supervising the development and implementation of a web-based complaints management system. Roles and responsibilities will include:
 - *To conduct a diagnostic assessment of the extent and scope of redressal needs within all sub-programs supported under SEP-II*
 - *To supervise the development of an integrated platform that is capable of receiving complaints online, phone and text messages.*
 - *To share summary of relevant complaints with each sub-program.*
10. CMO will receive, manage and respond complaints from internal and external stakeholders and make these accessible on web-based integrated platform available to education administration (available to RSU, LSU and DO SEMIS offices).
11. Complaints submitted via any means specially telephonically, will be asked to submit application online, in case of no non availability of internet access the CMO will take the following information from the complainant.
 - i. Name
 - ii. Cell Number
 - iii. Email
 - iv. Portfolio



- v. Subject
- vi. Details of complaint

12. The complaints submitted via RSU website will be updated and forwarded by Web Application Developer (WAD) to CMO / PRO for further action for redressal.

13. CMO will send complaints to the concerned Portfolios, received through any mechanism i.e Web, SMS, Voice, written application, media (electronic and print).

14. The complaint related to following Portfolios/Education Department should be sent to:

Complaint Pertains to	Forwarded To
Teacher's Recruitment (TR)	SPM/PM/PO
School Management Committee (SMC)	SPM/PM/PO
SEMIS	SPM/PM/PO
Free Text Books (FTB)	SPM/PM/PO
Girls Stipend	SPM/PM/PO
Procurement	SPM/PM/PO
SID	SPM/PM/PO
PPRs	SPM/PM/PO
SAT	SPM/PM/PO
Education Management (EM)	SPM/PM/PO
School Consolidation (SC)	SPM/PM/PO
Teacher Management (TM)	SPM/PM/PO
Others	Respective Officers of Education Department / District Education Officers

15. Complaints will be redressed by concerned Portfolio, keeping the CMO in loop in all communication with concerned authority in redressing the complaint.

16. After the resolution of the complaint published in newspaper, PRO will make a press release after the approval of CPM / SPM, it will be sent to media / news agencies / reporters, internal and external stakeholder. The press release will also be e-mailed to Web Application Developer (WAD) / Website Developer to upload it on the website.

17. The CMO will send the status of complaints to the Web Application Developer on Weekly Basis i.e on every Friday, so that Web Application Developer can update and upload the status on the Website.

18. The Web Application Developer (WAD) is also responsible for the maintenance of RSU website and updating face book.

19. Any update to upload on RSU website about any Portfolio of RSU/Education Department will be sent to Web Application Developer (WAD) after approval of CPM/SPM.

20. Communication Specialist / Manager will be responsible for overall portfolio management and tasks related to preparation, approval and implementation of Communications Strategy for ELD Sindh.

**-SABA MAHMOOD-
CHIEF PROGRAM MANAGER
Reform Support Unit**

No: PO (ADMIN) RSU/SOP-CU/2014

Karachi Dated 18th April 18, 2014

A copy is forwarded for information and necessary action to:

1. The all Senior Program Managers / Program Managers/ FMIS (Coordinator) PO (Finance) / The Procurement Specialist, Reform Support Unit, Karachi.
2. The Public Relations Officer (PRO) Reform Support Unit, Karachi with the request to upload on RSU website.
3. Staff officer to Chief Program Manager, Reform Support Unit, Karachi.
4. Official concerned.
5. Master file.
6. Office order file.


(KHALID HUSSAIN MAHAR)
PROGRAM OFFICER (ADMIN)