



Stakeholder Collaboration for Sustainable Development- SCoSD

Terms of Reference (TOR) – Knowledge Management and Marketing Officer (KM&MO)

1. Introduction

The CSR Lanka (Guarantee) Ltd is an agency fostered by a number of cooperate companies in Sri Lanka for the promotion of transformative corporate social responsibility to create sustainable value to the economy and society. It works for transforming the Sri Lankan business corporations to adapt to the global standards of social responsibility adhered to by the highly competitive business corporations in the world. The mission of the CSR Lanka therefore, encompasses building collaboration among the critical mass of the corporate sector to integrate transformative corporate social responsibility into the strategies and governance structures of business companies that will reduce the (economic) costs of the business processes and create sustainable value to the economy and society. To achieve this, the CSR Lanka has a multi-track approach at the policy, strategic and operational levels where it implements projects, programs and strategic initiatives with diverse stakeholders in the corporate companies, public sector, non-government agencies, international agencies, research agencies and the academia mainly.

2. The CSR Initiative

The CSR Lanka launched a flagship initiative to establish transformative corporate social responsibility in Sri Lanka in 2016 in collaboration with a number of local and the international stakeholders. It resulted in creating the MAHOGA, the platform upon which the interested stakeholders including corporate companies joined hands for creating sustainable value through business processes. Building upon the MAHOGA and other good outcomes of the stakeholder collaboration for transformative corporate social responsibility the CSR Lanka is expanding its premise of interventions in 2017 through program Stakeholder Collaboration for Sustainable Development (SCoSD). This program aims to achieve strong coalition among business companies for creating sustainable value by nurturing transformative corporate social responsibility in corporate strategies and governance structures. Program SCoSD is financially supported by an international donor agency and the member companies of the CSR Lanka.

3. Role of the Knowledge Management and Marketing Officer

The Knowledge Management and Marketing Officer is the focal point that accumulates, acquires, manages and disseminates knowledge in the CSR Lanka. It is also the center for the implementation

of branding and marketing of the Organization and its programs, products and services. The KM&MO drives the brand and signature of the CSR Lanka into the external and internal customers. It protects the integrity of the visual identity of the CSR Lanka and ensures the consistency in the corporate communication that will support the Organization's growing reputation locally and internationally. The KM & MO will develop long-term significance to the CSR Lanka. The strength of the organizational image and reputation critical to its ability to achieve many goals of strategic importance such as private and public fund-raising will be safeguarded and enhanced by the Knowledge Management and Marketing Officer.

4. Scope of Work

4.1. The Knowledge Management and Marketing Officer will identify the knowledge products of the CSR Lanka and its programs and manage a knowledge repository in both the hard and soft forms with a proper inventory system.

4.2. The KM&MO will codify the knowledge building process of the CSR Cluster development, Master Planning, the international collaborations, research, CSR Programs and Projects, and the implementation of corporate branding, marketing and communication in the form of systematic records and statistical and geographic databases. It will work closely with the workgroups and staff of the CSR Lanka to acquire external resources, literature and publications to the Organization and CSR Cluster for knowledge building and sharing through experts and specialists, corporate companies, the international organizations and CSR/sustainability movements, academic institutes and research agencies.

4.3. The Knowledge Management and Marketing Officer will assist the Technical Advisor and the Chairperson of the CSR Lanka for monitoring the Organization's Projects, Programs and Strategic Initiatives. It will prepare the Monitoring and Evaluation Plans as appropriate and keep tracking of the monitoring and evaluation obligations and requirements.

4.4. The KM&MO will implement the knowledge transfer interventions for the promotion of transformative CSR and sustainability with the CSR Cluster, business corporations and other local and international stakeholders. It will also develop the marketing and corporate communication material for the CSR Lanka in both offline and online forms.

4.5. The Knowledge Management and Marketing Officer will prepare, update and validate the marketing plans of the CSR Cluster, CSR Lanka and its projects and programs. It will manage the websites of the Organization and CSR Cluster with the real-time information and technology. The management of the MAHOGA platform in close collaboration with the CSR Lanka management and relevant stakeholders is entrusted to the Knowledge Management and Marketing Officer.

4.6. The Knowledge Management and Marketing Officer will be the focal point for implementing the branding and marketing policy of the CSR Lanka and its affiliates.

4.7. The KM&MO agrees that the **Spirit of the TOR is equally important as the Letters of the TOR in executing the tasks that are designed to guide him/her** reaching the program objective as well the organizational goals. **Adhering to the totality of the CSR Lanka is highly important.**