

JOB PURPOSE SUMMARY

Communications Officer has the roles and responsibilities in

- developing and implementing Annual Implementation Plan for communications;
- supporting programming and marketing related works to reach targeted audience;
- establishing communications related knowledge management.

MAIN ROLES & RESPONSIBILITIES

- Develop, implement and evaluate Annual Implementation Plan for strengthening communications.
- Manage (update & monitor) the website, YouTube, LinkedIn and Facebook pages to provide up-to-date information;
- Produce accurate, clear and consistent communication messages to highlight our works via different communications channels (website, Facebook, publications, events, newsletters, etc.);
- Ensure the development of high quality, visually appealing and brand-aligned communications materials to achieve communications/marketing objectives;
- Monitor and evaluate communication effectiveness through an evidence-based approach as well as propose improvements.
- Support programming and marketing related works to reach targeted audiences.
- With the support from programming staff, generate feature stories, infographics and other presentation materials for both internal and external communications;
- Supervise/Support the development of video clips, TOR, story line, scripts and translation and work with filmmakers to ensure the quality met expectations;
- Support marketing and external engagement related activities such as public events and field visits with engagement of media, donors and other key stakeholders;
- In coordination with programming staff, prepare press releases and media advisories when needed.
- Build capacity of staff and volunteers to understand communications approaches and requirements to bring effective communications with external stakeholders. 3)
Communications related knowledge management
- Establish and manage database and resources for communications and marketing purposes;
- Design templates and examples of communications materials such as newsletters, progress reports, EDM and PowerPoint slides;
- Develop and maintain key messages and Frequently Asked Questions for staff and volunteers to ensure alignment and consistency for all external communications;
- Develop guidance of message development along with examples to reach different target audiences via various communications channels.
- Provide interpretation and translation when necessary;
- Perform tasks assigned by the line manager.
- Any other Task assigned.

QUALIFICATIONS & EXPERIENCES

- Bachelor's Degree in communications, marketing or relevant field;
- Minimum 4 years of work experience in communications or digital marketing;

- Strong experience in digital marketing/communications at NGO/charity sector with a proven track record is preferable. Essential skills and competencies
- Work independently and think proactively;