Terms of Reference (ToRs) for Communication and Outreach Associate

I-SAPS is currently seeking the services of a Communication and Outreach Associate on full time basis. [S]he will work in close coordination with senior program team in order to facilitate and maximize outreach through various communication products. [S]He shall work with a multidisciplinary focus in coordination with teams from diverse thematic areas under tight deadlines. [S]He is expected to identify, balance and pursue competing opportunities for communications and outreach arising out of diverse programmatic activities and research products.

Duties and Responsibilities

The duties and responsibilities of the position are as follows.

1. Work closely with senior management and program teams in extracting and developing relevant communication products from the literature produced as part of various programmatic activities;
2. Design and implement communication and outreach strategy for all thematic areas of the organization;
3. Plan and manage organization’s digital presence, implementing regular and creative campaigns that are timed and synchronized with ongoing programmatic activities;
4. Take lead in maintenance of content on official website and other online portals;
5. Provide technical assistance to team leads and other colleagues in planning and developing relevant communication materials aimed at maximizing outreach of programmatic activities and research products;
6. Facilitate liaison and networking with stakeholders by timely developing and disseminating communication products aligned with organization’s scope of work;
7. Link ongoing initiatives to similar efforts at regional and global level, and exploring possibilities in coordination with team leads to replicate potential outreach models in local context;
8. Draft press releases, statements, news summaries and ensure print and electronic media coverage for the events;
9. Proactively identify and capitalize upon outreach opportunities using appropriate media outlets;
10. Develop and design variety of communication products for diverse audience including public representatives, government officials, academicians, practitioners and individuals with general interest on the subject;
11. Extract knowledge products, infographics and audio-visual products from internal and external sources of research, and provide feedback on the knowledge produced within the organization from communication standpoint; and

12. Any other work assigned by the senior management team and supervisor.

**Core Competencies**

The core competencies required for the position are as follows.

1. Creativity in developing communication products;
2. Strong interpersonal and communication skills with a demonstrable command over written communication;
3. Attention to detail and acute appreciation of outreach dynamics of various media outlets;
4. Well versed with various tools required for video editing, photo editing, developing infographics, animations and etc.;
5. Ability to proactively discern branding risks and opportunities;
6. Demonstrated ability to deliver within tight deadlines with a strong focus to independently determine, balance and pursue competing priorities; and
7. Previous experience of working with social media and a track record in securing media coverage.