

RURAL SUPPORT PROGRAMMES NETWORK (RSPN)

| JOB DESCRIPTION  |  | HR#002 |
|--|--|--------|
| 1.0 Position Summary   |  |        |
| 1.1 Position: Communications Officer   | 1.2 Department/Project: Sindh Union Council and Community Economic Strengthening Support (SUCCESS) Programme |        |
| 1.3 Category/Grade: Professional-2   | 1.4 Duty Station: Islamabad with frequent travelling to the programme districts in Sindh                     |        |
| 1.5 Reporting to: Programme Manager SUCCESS  |  |        |
| 2.0 Job Responsibilities   |  |        |
| <ol style="list-style-type: none"> <li>1 Lead the implementation and monitoring of the <a href="#">communication and visibility plan</a> of SUCCESS</li> <li>2 Liaise with all SUCCESS partner RSPs and other stakeholders to ensure that their work is being highlighted through RSPN's external communication;</li> <li>3 Review and regularly update the SUCCESS website (<a href="http://www.success.org.pk">www.success.org.pk</a>) on a regular basis to highlight the work of SUCCESS, ensure quality and coherence and upgradation of content and design;</li> <li>4 Manage and regularly update the social media platforms (<a href="#">website</a>, <a href="#">Facebook</a>, <a href="#">Twitter</a>, <a href="#">Instagram</a> and <a href="#">YouTube</a>) build and maintain relationships with relevant influencers and bloggers to further reach to the general public.</li> <li>5 Prepare and publish the SUCCESS bi-annual newsletter timely</li> <li>6 Liaise with media and journalists to undertake media advocacy and optimise media coverage for SUCCESS Programme; write and circulate press releases when and where appropriate;</li> <li>7 Undertake field visits to the SUCCESS Programme sites for documenting human interest stories/writing blogs/newspaper articles and providing communication support to the partner RSPs;</li> <li>8 Develop and oversee production of, and ensure that the SUCCESS Programme publications, videos and other communication products are of high quality and are disseminated appropriately to all stakeholders;</li> <li>9 Coordinate the development of publications - hardcopy and/or web-based, and provide quality control in line with the RSPN standards;</li> <li>10 Maintain an events calendar liaised with the commemoration of international days, and national events related to 'women empowerment' and 'poverty reduction' to support the Programme Manager in organising SUCCESS Programme communication and dissemination events;</li> <li>11 Ensure visibility guidelines of the donor (EU) and RSPN, and ensure that publications like case studies, Programme updates, occasional papers, newsletters etc. are printed, and updated in a timely and consistent manner;</li> <li>12 Maintain a stock of high quality photographs which reflect the work of SUCCESS Programme activities;</li> <li>13 Provide input to SUCCESS partner RSPs on communications material and strategies;</li> <li>14 Perform any other task as assigned by the supervisor.</li> </ol> |  |        |
| 3.0 Required Qualifications, Skill and Experience  |  |        |
| 3.1 Education: Master's or equivalent degree in Communications, Social Sciences, Development Studies or relevant field from a recognised university.   |  |        |
| 3.2 Skills: Solid understanding of development issues; ability to speak and write English effectively; project a professional image consistent with the organisation's brand and standards; and demonstrate experience in designing and implementing communication and/or media outreach plans in support of overall organisational and programme goals.   |  |        |
| 3.3 Experience: Preferably 2 years of relevant experience in the communications for development field. Experience of professional and working linkages with electronic, print media will be considered as an added advantage.  |  |        |