

RURAL SUPPORT PROGRAMMES NETWORK (RSPN)

JOB DESCRIPTION		HR#002
1.0 Position Summary		
1.1 Position: Communications Officer	1.2 Department/Project: Balochistan Rural Development and Community Empowerment (BRACE) Programme	
1.3 Category/Grade: Professional-2	1.4 Duty Station: Islamabad with frequent travel to the programme areas in rural Balochistan	
1.5 Reporting to: Programme Manager, BRACE-RSPN		
2.0 Job Responsibilities		
<ul style="list-style-type: none"> i) Lead the implementation and monitoring of the communication and visibility plan of BRACE programme; ii) Liaise with all BRACE partner RSPs and other stakeholders to ensure that their work is being highlighted through RSPN's external communication; iii) Manage and regularly update the social media platforms (Facebook, Twitter, Instagram and YouTube), build and maintain relationships with relevant influencers and bloggers to further reach to the general public; iv) Review and regularly update the BRACE programme page on RSPN website on a regular basis to highlight the work of BRACE programme, ensure quality and coherence and upgradation of content and design; v) Liaise with media and journalists to undertake media advocacy and optimise media coverage for BRACE programme; write and circulate press releases when and where appropriate; vi) Undertake field visits to the BRACE programme sites for documenting human interest stories/writing blogs/newspaper articles and providing communication support to the partner RSPs; vii) Develop and oversee production of, and ensure that the BRACE programme publications, videos and other communication products are of high quality and are disseminated appropriately to all stakeholders; viii) Coordinate the development of publications - hardcopy and/or web-based, and provide quality control in line with the RSPN standards; ix) Maintain an events calendar liaised with the commemoration of international days, and national events (i.e. events related to women empowerment and poverty reduction) to support the Programme Manager in organising BRACE programme communication and dissemination events; x) 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; xi) Maintain a stock of high-quality photographs which reflect the work of BRACE programme activities; xii) Provide input to BRACE partner RSPs on communications material and strategies; xiii) Perform any other task assigned by the Supervisor. 		
3.0 Required Qualifications, Experience and Skills		
3.1 Education: Master's or equivalent degree in Mass Communications, Social Sciences, Development Studies or relevant field from a recognised university.		
3.2 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.		
3.3 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.		