

JOB DESCRIPTION

Business Development & Marketing Officer

Position title	Business Development and Marketing Officer
Location	Dili, Timor-Leste
Reports to	Business Development and Marketing Manager
Grade	Grade 4
Salary	\$ 644.00 per month
Position type	Full - Time
Start date/timeframe	August 2025

1. Background

1.1 About CARE

CARE is an international development and humanitarian organisation that has been working in Timor-Leste since 1994. With programmes that extend across all parts of the country, CARE works with partners to save lives, defeat poverty, and achieve social justice.

CARE works with remote, rural communities and civil society partners to combat gender inequality, as this has been shown to be one of the most effective ways to create sustainable development outcomes.

Ensuring well-being and a voice for women and girls in rural, disadvantaged areas is at the heart of CARE's work. This is achieved in four priority areas of Education, Women's Economic Empowerment, Health, and promoting Women's Voice in society through development and humanitarian programmes.

CARE in Timor-Leste has zero-tolerance for sexual harassment, sexual exploitation, and sexual abuse, as well as all forms of harm to children.

CARE participates in the global [Inter-Agency Misconduct Disclosure Scheme \(MDS\)](#). In line with this Scheme, CARE in Timor-Leste will seek a "Statement of Conduct" from all past employers that candidates have been employed by over the last 5 years, specifically related to incidents or investigations into allegations of sexual harassment, sexual exploitation or sexual abuse during their employment. CARE is also committed to disclosing knowledge of sexual misconduct to other agencies where requested.

1.2 About the Programme

CARE in Timor - Leste's Lafaek magazines have promoted literacy, learning, and broader social impact across Timor-Leste since 2001. Lafaek has become a household name in Timor-Leste with a brand that is highly valued and trusted nationwide.

The Lafaek Learning Media project currently produces four types of magazines with engaging and relevant content and distributes them three times a year to 13 municipalities across the country. Since 2018, CITL has additionally launched the Lafaek Learning Media (LLM) Platform, a Facebook page that now has over 175,000 followers, mostly young Timorese, and a website.

The New Zealand Department of Foreign Affairs extended the project in 2022 for a further five years.

Until now, the operations of Lafaek have been sustained through financial contributions from donors. However, given the prevailing patterns of diminishing development aid allocated to Timor-Leste, it seems improbable that this funding source would remain dependable. CARE aims to enhance Lafaek's long-term sustainability by facilitating its transition into a locally registered foundation.

2. The role

The Business Development and Marketing Officer's primary role is to support the sustainability of the Lafaek Social Enterprise through partnership development and marketing efforts. Under the direct supervision of the Senior Business Development and Marketing Officer, the officer will support the implementation of the Lafaek business development and marketing strategies and action plans, including digital marketing and social media, and building and maintaining partner relationships.

The Business Development and Marketing Officer will work closely with the Lafaek project team to create and manage new and existing communication platforms and marketing activities.

This position is based in Dili, and travel is possibly required to other sites.

Main Responsibilities

Business Development and Marketing (50%)

- Lead the roll-out of Lafaek's business development and marketing strategy as it relates to online communication platforms and events.
- Support in coordinating and organizing media affairs, which includes contacting media, drafting press releases in both languages (Tetun and English), and ensuring the accuracy of media publications.
- Lead the planning and organizing of Lafaek marketing and public events.
- Ensure all communication materials align with CARE and the LSE's media, visibility, and publication guidelines.

- Regularly produce communication-related materials such as newsletters, press releases, videos, etc.
- Ensure that Lafaek success stories, images, videos, and consent forms are collected, reviewed, and edited for reporting purposes.

Lafaek Online (45%)

- Develop annual, six-monthly, and quarterly work plans for the Lafaek Facebook page, website, and other platforms.
- Develop and post content on the Lafaek Facebook page, website, and YouTube channel, including sponsored content.
- Manage the administration of the Lafaek Facebook Page, website, and YouTube.
- Actively engage with Facebook Page followers.
- Actively engage with relevant partners and sponsors to support Lafaek Online.

Others (5%)

- Demonstrate a passion and commitment to CARE's approach and values, including gender equality, ethnic diversity, and cultural sensitivity, and inspire Leadership on these issues through the CARE in Timor-Leste team.
- To proactively manage the APPA process, including the annual appraisal, midyear review, and regular 1:1 meeting, ensuring that the APPA process (including the paperwork) is an integral component of Annual Work Plans and activities.
- Promote a safe and secure work environment; foster a culture of safety and security awareness and consistently follow all CARE safety and security policies, procedures, and directives.
- Demonstrate an understanding of gender equality and women's empowerment and a commitment to CARE's approach and values, including ethnic diversity and cultural sensitivity, and
- Uphold and promote CARE's commitment to Child Protection.

3. Selection Criteria

- Minimum bachelor's degree in business, communications, media and a minimum of two years relevant work experience and/or a University Diploma in Communications with a minimum of three years relevant work experience, preferably with an International Non-Government Organization (INGO)
- An essential skill in designing and operating a website
- Basic design and layout skills
- Social Media experience (Facebook, YouTube, and Website)
- Excellent communication skills in Tetum and intermediate (very good) in English.
- Demonstrated high-level time management skills, including the ability to plan and manage workflows and balance competing priorities to ensure timely processing to meet deadlines in a complex environment.
- Demonstrated problem-solving, planning, and attention to detail.
- Demonstrated ability to take direction and to work as part of a team.



- Demonstrated honesty, reliability, and trustworthiness.
- A willingness to learn about CARE, gender equality, and women's empowerment activities; and
- Intermediate (very good) in Microsoft Office, with knowledge of Microsoft Word and Excel.

Note

CARE prioritises the safety of the community members that we work with, particularly the most vulnerable members of society, including women and children. CARE in Timor-Leste will not tolerate sexual harassment, exploitation or abuse by staff or partners, and has embedded systems to prevent and address safeguarding risks across our operations.