

JOB DESCRIPTION

Communications Manager

Position title	Communications Manager
Location	Dili, Timor-Leste
Reports to	Country Director
Grade	7
Position type	Fixed Term

1. Background

About CARE

CARE is an international development and humanitarian organization 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.

2. The role

Reporting to the Country Director, the overarching objective of the role is to ensure that CARE has high-quality, consistent, relevant and targeted communications for CARE's stakeholders and staff. This includes high-quality content creation for donors, government and key audiences, implementing CARE's social media strategy, advising and leading on media relations, coordinating event management, and overseeing and strengthening internal CARE communication.

The Communications Manager will be responsible for implementing and strengthening internal and external communication systems and processes. S/he will also be responsible for ensuring that all

CARE communication is compliant with donors and CARE's branding and visibility requirements, including that all communication is timely and accurate.

In addition to the above, this role will play a coordinating role in the communications function for an anticipated upcoming program, requiring engagement with project leads internally and externally.

Key Responsibilities

- Lead the implementation of the internal and external communication strategies, including the social media strategy, to raise the profile of CARE's work in Timor-Leste
- Lead the design, implementation, and reporting of all projects communications and visibility plans in collaboration with project communication's focal point when available.
- Ensure effective internal implementation of communication guidelines and processes to maintain consistency and quality across all communications products
- Ensure that the CARE website is maintained with up-to-date project information, as well as appropriate media coverage, and ensure that important information is translated into Tetum
- Work with the programme leads and the communications focal points to generate high-quality success stories across all CARE programmes to use for donor requirements, as well as external publicity
- Maintain a story bank of images, photos and quotes that can be used for content creation and as a resource bank for global days relevant to CARE's programmatic focus areas
- Participate as an active member of CARE's Resource Mobilization working group to produce strategic content for donor engagement
- Craft regular, engaging social media content to be used across all CARE social channels
- Track engagement and growth across all CARE social media and make recommendations for future opportunities for growth
- Lead the production of digital media products – photographs and videos, including engaging and managing consultants to produce high-quality videos and other communication products
- Direct and lead CARE's communication budget and associated work plan
- Support projects to organize and participate in external events for key international days, including generating media coverage
- With the Country Director, lead and advise on media relations, including preparing engaging, relevant media releases, supporting staff with media engagement, building relationships with key media outlets, coordinating interviews and press events, monitoring media coverage, and ensuring consistent, strategic messaging aligned with organizational goals be the custodian of the CARE in Timor-Leste brand.
- Ensuring all communication products are aligned with donor requirements, adheres to the CARE style guide, CARE International branding and visibility protocols, including all content is compliant with child protection and prevention of sexual harassment, sexual exploitation and abuse
- Provide advice, capacity building and support to the CARE team and local partners on communications matters where required

Other Responsibilities

- Support development of organization-wide strategies. This can include advocacy and communication strategies
- Proactively participate in the APPA process (annual appraisal, midyear review and regular 1:1 meetings) creating an environment where feedback is valued, acted upon and monitored, and where the APPA process (including the paperwork) is an integral component of Annual Work Plans and activities
- Engage in emergency preparedness, assist in any emergency response as required
- 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 ongoing commitment to gender equality, diversity and child protection

3. Selection Criteria

- A bachelor's degree in communications and/or vocational training in Journalism, or a related field and/or minimum 5-6 years' relevant work experience. This may include social media performance analytics and/or equivalent, preferably with an International Non-Government Organisation (INGO) in Timor-Leste
- Advanced skills and knowledge in developing, supporting and maintaining social media platforms
- Ability to create and manage new and existing social media content, business development and marketing platforms and tools
- Excellent written and verbal communication skills in Tetum and English, including a demonstrated ability to quickly write clear, compelling, inspiring content, including press releases, human interest stories and communications materials appropriate for an NGO stakeholder audience
- Representational skills including developing networks and relationships with key stakeholders
- Fully conversant in Microsoft Office with knowledge in Microsoft Word and Excel and excellent numeric skills
- Proven ability to manage complex communication technical functions, particularly copywriting, editing, proof reading, with minimal supervision
- Proven ability to think strategically and develop communication strategies and creative communication products, tools and approaches
- Experience with using Content Management Systems, preferably WordPress
- Proven ability to effectively manage a budget
- High-level organizational and 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
- An active interest in social justice with a willingness to learn about CARE, gender equality and women's empowerment activities

Note

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.