

JD of Communication Officer-CEMCA

The Communications Officer will support internal and external communications and visibility initiatives for the CEMCA in India and commonwealth countries. Under the guidance of the Director, the Communications Officer will be responsible for designing and delivering a range of communications products, including country office fact sheets, briefing materials, program success stories, case studies, photos, videos, interviews with clients, blog posts for the CEMCA's website, media campaign, social media posts etc. The post holder will be expected to support the development and maintenance of a communications strategy for the regional office and train staff on communications approaches. The position is supervised by the Senior Advocacy and Communications Manager who will work closely with Director, programme team, Field and programme Coordinators, consultants, and admin team.

MAJOR RESPONSIBILITIES

Implement the CEMCA internal, external and donor communications strategies. Lead in designing and developing information and visibility materials, such as fact sheets, briefing papers, brochures, posters, and social media content. Coordinate the sign-off on branded items and products as needed. Conduct and facilitate media/communications/advocacy visits to field events and partners events. Proactively seek out interesting stories from programs, initiating or accompanying field visits to collect high-quality photos, quotes, and audio and video material suitable for use in media and communication products. Help CEMCA Program team to proactively prepare for communications' needs contributing to overall better information flow and coordination of all programming. Support the Director to build CEMCA and partner institution and stakeholders' capacity on external communications. Build CEMCA's media list to identify CEMCA "Actionable Task" and crafting a Compelling Media Pitch on a regular basis with an eye catchy subject line, quotes, tagline etc. Maintain a database of essential connections and establish a solid working relationship with relevant media practitioners in India and field locations. Maintain communication resource materials and products library inbox to develop and collaborate with team members to craft compelling media pitches regularly, ensuring subject lines, quotes, and taglines are more attention-grabbing, eye catching and aligned with our messaging. Craft media-friendly content by developing concise articles focusing on industry trends, case studies, or behind-the-scenes insights. Production of CEMCA Updates, Annual Report, Achievement Report and partners report. CEMCA website management on an ongoing basis. Flash expert columns or interview features on CEMCA website on regular basis and produce shareable infographics, charts, and videos optimized for media dissemination. Collect testimonials from CEMCA event participants to serve as success stories or firsthand experiences that demonstrate the impact and effectiveness of CEMCA initiatives through brief interviews, media bites etc. Develop and disseminate newsworthy content, including pre-announcements of CEMCA upcoming events, milestones, and partnerships, at regular intervals on social media/websites. Make ensure that each communication will include relevant visuals

and fact sheets, aligning our messaging with current industry trends. Develop an strategies and way for consistently leveraging digital social media channels to create engaging and effective content that enhances brand awareness and increases the viral potential of CEMCA events, initiatives, insights, and resources. Identify and implement new methods for optimizing content to improve searchability and discoverability. Well aware of availability of media monitoring tools and know how to leverage CEMCA social media posts to enhance organic reach.

Education: Bachelor's degree in a relevant field (Communications, Journalism, etc.)

Work Experience: Required Technical Skills & Leadership Competencies: Minimum 2 years' experience in communications, preferably with a focus on international affairs or issues that cross with the humanitarian sector. Experience in communications, journalism or documentation, ideally for an international humanitarian organization. Demonstrated experience producing public relations and/or visibility materials in different media. Experience with photography, videography, and scriptwriting. Experience with websites and blogs Experience in conducting trainings and workshops is desirable. Experience in developing and delivering comprehensive communications plans. Strong written communication and editing skills (including creative writing) with the ability to make complex information and data accessible to non-experts. Computer literacy: Proficiency in MS Word, MS PowerPoint, and MS Publishing or other publishing software required with experience in graphic design/layout for publications required. Ability to operate in a high-pressure workplace successfully, efficiently, professionally, and calmly on matters that are often difficult and politically sensitive.

Languages: English Fluency (spoken and written).

Ability to Travel: 30-50% ability to travel

Calling All Digital Storytellers! Level Up Your Career as a next Communications Officer at CEMCA!

Are you a passionate communicator with a flair for crafting compelling narratives? Do you live and breathe digital trends, constantly seeking innovative ways to make an impact? If you're ready to shape the voice of a leading organisation and drive change across India and Commonwealth countries, then this is your moment!

At CEMCA, we're not just about education and development; we're about **empowering communities** and **transforming lives**. We're looking for a dynamic **Communications Officer** to join our vibrant team and help us amplify our message to the world.

What You'll Be Doing (and Why You'll Love It!):

This isn't your average desk job! You'll be at the forefront of our efforts, working closely with our Director and a passionate team to bring our stories to life. Get ready to:

- **Be a Content Creator Extraordinaire:** From snappy social media posts and engaging blog articles to impactful videos and captivating success stories, you'll be the architect of our digital presence.
 - **Master the Art of Storytelling:** Unearth inspiring narratives from our programmes in the field. You'll travel, meet incredible people, and capture high-quality photos, videos, and testimonials that truly showcase our impact.
 - **Build Powerful Connections:** Forge strong relationships with media outlets and key stakeholders. You'll be crafting compelling media pitches, securing interviews, and getting our work into the spotlight.
 - **Drive Strategic Impact:** Contribute to our overall communications strategy, ensuring our messaging is consistent, engaging, and reaches the right audience. You'll even get to train staff on best practices!
 - **Be a Digital Guru:** Manage our website, optimise content for searchability, and leverage cutting-edge media monitoring tools to boost our online reach and engagement.
 - **Produce Jaw-Dropping Visuals:** Develop shareable infographics, charts, and videos that simplify complex information and make our achievements shine.
 - **Showcase Real-World Success:** Collect powerful testimonials and first-hand experiences from participants, turning them into compelling success stories that demonstrate the effectiveness of CEMCA's initiatives.
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Who We're Looking For:

You're more than just a communicator; you're a **creative thinker**, a **digital native**, and a **proactive go-getter**. If you tick these boxes, we want to hear from you:

- **A Solid Foundation:** A Bachelor's degree in Communications, Journalism, or a related field.
- **Proven Experience:** At least 2 years of experience in communications, ideally within international affairs or the humanitarian sector. You'll have a track record of producing engaging public relations and visibility materials across different media.
- **Multimedia Maestro:** Hands-on experience with photography, videography, and scriptwriting. If you can make a story sing visually, you're our person!
- **Digital Savvy:** Comfortable with website management, blogging platforms, and optimising content for online channels.
- **Wordsmith Wizard:** Exceptional written communication and editing skills, with the ability to transform complex information into clear, compelling narratives for a wide audience.
- **Tech-Confident:** Proficient in MS Word, PowerPoint, and publishing software, with a keen eye for graphic design and layout.
- **A Cool Head:** Ability to thrive in a fast-paced environment, handling challenging and sensitive matters with professionalism and calm.
- **Fluent in English:** Both spoken and written, to communicate effectively across diverse audiences.
- **Ready to Explore:** Willingness to travel 30-50% to our field locations and partner events.

Ready to make a real difference and amplify impactful stories? Apply now and become CEMCA's next Communications Officer!

If you wish to be considered for the position, send your CV with your portfolio to our Head of Admin and Finance, Mr Amit Jain at ajain@col.org. The position will be open until we find the suitable candidate and the right fit.