Key Duties and Responsibilities – Communication Officer

- Support to the defining and implementation of the Foundation information/communication and visibility strategy in close cooperation with ALF different units, as well as media strategies including traditional and online social media activities and online events.
- Support to the communication activities relative to ALF partnerships.
- Providing support with outreach at regional and country levels.
- Providing support to ALF Grants relative to any requested information and communication activities for the beneficiaries.
- Website management, ensuring it is regularly updated and liaising with the website development service provider as required. Writing/editing of articles in a “web style” and uploading documents, videos, pictures, etc.

**Social media:**

- Ensuring an active corporate social media management, helping to ensure the Foundation’s social media channels remain engaging and active, including live tweeting from events and monitoring commentary on the Foundation.
- Monitor all social media feeds daily and produce periodical reports to analyse the metrics and recommend changes and content that would enhance social media performance optimise for effectiveness.
- Gathering relevant inputs and development of contents for digital platforms, including news articles and success stories to be published and promoted on social media on regular base.
- Development and management of Social media (Twitter, Facebook, LinkedIn, Flickr and YouTube) by drafting, translating and publishing regular posts.

**Press relations:**

- Updating and maintaining the Foundation’s database of media contacts and identifying gaps in the engagement with specific outlets and journalists and seeking to develop new relationships.
Identifying opportunities for press coverage around events and specific publications and working with colleagues to develop targeted media strategies, including drafting press releases and pitching op-eds.

Overseeing the distribution of communication (press releases and invitations) to journalists, and working to make this form of communication more targeted and effective.

Responding to media enquiries, setting up interviews, managing media logistics at events and closely monitoring all media coverage of the Foundation.

Publications:

Developing publications and information documents that showcase the Foundation’s initiatives and programmes.

Design of institutional documents, reviews and publications and the production of impactful infographics for printed and online publications.

Content development, edition and design of institutional documentation and publications, including but not limited to news to the Foundation’s stakeholders as senior management, Board of Governors and networks.

Drafting documents (Terms of Reference, articles, reporting, posts, press releases, etc.).

Drafting and proofreading of documents in English/French versions.

Defining of communication and visibility materials (Leaflets, promotional materials, Newsletters, etc.). Liaising with service providers to develop and produce communication and visibility materials.

Contribute to the development of clear and high-quality presentation materials for use at conferences, workshops, web presentations and meetings.

Multimedia:

Support to drafting Terms of reference for production of podcasts and videos for the ALF.

Draft and edit video scripts as required, including support to the production of promotional and activity – focused videos for enhanced visibility.

Production of graphics and infographics