

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

