**Terms of Reference**

***Fixed-Term Employment***

 **REF#----------------------------**

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| **GENERAL INFORMATION** |
| Position: Communications Coordinator  | Date: 26 March 2021 |
| Unit: Administration  | Location: Beirut  |
| Reports to: Executive Director  | Approved by: Executive Director  |

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| SUMMARY OF KEY TASKS  |
| The Communications Coordinator is responsible for developing and updating Masar’s Communications and Outreach Strategy, managing the social media pages, enhancing the website, and promoting Masar’s image while upholding its vision, mission, and scope of work. The Communications Officer will be responsible for copywriting, graphic design, layout, and publishing of Masar’s activities. He/she will act as a liaison between the organization, the public, the donors, the partners, the staff, and the media.  |

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| **DUTIES & ESSENTIAL FUNCTIONS** |
| **Social Media, Communications and Visibility** * Participate in the development, implementation, and update of Masar’s Communications and Outreach Strategy in line with the organization’s overall strategy;
* Write press releases of program/ projects’ activities in both Arabic and English, and disseminate them to relevant stakeholders, including news agencies;
* Organize publications and visibility material and update the association’s database;
* Manage and update the content of the association’s website and social media platforms, in coordination with the Program Manager, the Projects Officer, and the Executive Director;
* Undertake on-site visits when needed to collect, archive, and document the implementation of programs, events, workshops, and activities through photos, videos, audio, and other multimedia formats to be utilized in the production of communication material;
* Maintain records of media coverage and collate analytics and metrics;
* Respond to media inquiries, arrange media interviews, and act as a spokesperson for the organization;
* Design presentations and support the production of videos, leaflets, and newsletters;
* Coordinate media and social media campaigns, including those that are outsourced to specialized advertising agencies and/ or production houses;
* Support Masar in organizing seminars, workshops, press conferences and high-level meetings and ensure visibility;
* Support Youth Initiatives in preparing visibility material and provide them with general visibility tips;
* Receive all visibility material and productions from the Youth Initiatives and review the concepts, content, and quality;
* Support programmatic branding, visibility, and media coverage in coordination with the Program Manager and Projects Officer and under the supervision of the Executive Director and Chief Coordinator;
* Seek opportunities to enhance the reputation of the organization, and coordinate publicity events as required;
* Coordinate with media outlets (TVs, newspapers, news websites and platforms) to cover key project events;
* Coordinate with UNICEF and other donor’s Communication’s Focal Point for visibility guidelines.

**Technical Assistance** * Update the database of various stakeholders at Masar, including the media section;
* Provide technical support to Youth Initiatives;
* Ensure that the communication component in the project manual is properly applied by the Youth Initiatives.

**Administrative** * Support the procurement of promotional material;
* Archive communication material properly for diverse use by the association;
* Support Masar in organizing seminars, workshops, press conferences and high-level meetings and ensure visibility;
* Manage Masar’s accounts related to visibility and communications as per Masar’s Accounts Management List;
* Prepare material for the institutional archive and share content with the Executive Director for revision and approval.

**General*** Represent Masar in meetings upon need;
* Assist in other related tasks as requested by the Executive Director and Head of Office/ Chief Coordinator.
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| **COMPETENCIES** |
| *Required*  |
| * University degree in Media/ Digital Media, Journalism, Graphic Design, or related field
* At least 2 years of relevant experience
* Knowledge of desktop publishing software (InDesign/Photoshop)
* Excellent verbal and written communication and interpersonal skills
* Proficient in Microsoft Office, content management systems, and social media platforms.
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| *Preferred* |
| * Coding, video editing
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| **WORKING RELATIONS**  |
| *Supervisory Responsibility*  |
| * None
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| *Internal Relations* |
| * Program Manager
* Projects Officer
* Executive Director
* Chief Coordinator
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| *External Relations* |
| * Donors
* Local partners
* Youth
* Media Agencies and Production Houses
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| JOB CONTEXT/ PHYSICAL REQUIREMENTS |
| * Ability to meet tight deadlines
* Ability to work with minimal supervision
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##### ACKNOWLEDGMENT FOR RECEIPT OF TERMS OF REFERENCE

I have received a copy of this terms of reference document, and have read, understood, and agreed on its content.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Chief Coordinator’s Name | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Signature | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date |