



PEACE & EQUITY FOUNDATION

Transforming Poor Communities Through Sustainable Social Enterprise

JOB DESCRIPTION

JOB TITLE : **SENIOR COMMUNICATION SPECIALIST**
Department : Institutional Concerns Office

ORGANIZATIONAL RELATIONSHIP

1.1 Reporting to : Communication Officer
1.2 Supervising : n/a
1.3 Coordinating with : All units

JOB SUMMARY

The Senior Communication Specialist is responsible for assisting in the implementation of PEF's various communication projects and strategies to convey PEF's work and advocacies to its stakeholders.

The position has a vital contribution to the development and implementation of a consistent brand and visual identity of PEF. He or she will assist in the evaluation of the impact of the communication initiatives and in developing corrective measures as may be required.

DUTIES AND RESPONSIBILITIES

1. Content Development
 - Source and create content for use across all communication channels including but not limited to publications, tri-media, social media, website.
 - Perform basic visual design and editing such as photos, graphics, infographics, videos, logos, etc.
 - Create simple templates for different digital media platforms (e.g., emails, web, and social media).
2. Digital Media Marketing
 - Produce the PEF electronic newsletter as scheduled.
 - Manage the PEF website and social media networking sites.
 - Drive traffic to the PEF website and promote content using various marketing strategies.
 - Engage with the public through social media and ensure visitor flow.
 - Analyze and report on visitor data and devise new ways to improve stakeholder engagement.
3. Technical Support
 - Design and coordinate layout and displays for exhibitions, conferences and other events.
 - Provide video or photo coverage of official functions and events.
 - Assist in the conduct of evaluation of learning events.
4. Administrative Services
 - Coordinate distribution of PEF publications and collaterals.
 - Prepare press kits for media-covered events.
 - Maintain databases and media lists.



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- Liaise with external contractors for communication-related services.
- Act as custodian of equipment and materials under the accountability of the Communication unit.
- Handle ad hoc tasks as may be assigned.

JOB REQUIREMENTS

1. EDUCATION AND EXPERIENCE

- Education – Bachelor of Arts in Communication
- Experience – 2 to 3 years work experience in similar positions

2. KEY COMPETENCIES

- Strong oral and written communication skills
- Good copywriting skills
- Solid marketing and coordination skills
- Basic knowledge in design and lay outing, and editing programs is an advantage.

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