

Functional Title:	Advocacy and Communications Officer
Responsibility level/Grade:	Officer
Incumbent's Name:	
Grade/Step:	Grade E
Line Manager:	Program Coordinator – LEAD
Technical Supervisor:	Advocacy and Communications Manager

JOB SUMMARY:

This role is responsible for supporting the advocacy and communication initiatives of the Adolescent Girls Program under the LEAD component and providing leadership in these areas to the rest of the stakeholders in Butwal. The Advocacy and Communications Officer will strengthen internal and external communications, support staff and partners in developing program related communication and advocacy initiatives, and manage the publication of important promotional materials related to Women and Girls Empowerment. The role is required to lead on the preparation and production of the program's communication materials (e.g. News Letter, best practices, stories press statements, public reports and publications). It will also build the capacity of staff and partners in the fields of communication and advocacy in order to strengthen our program impact and our image among donors, government, NGO/CBO partners, media and the communities. The incumbent will collaborate with Advocacy and Communication Manager and others to support the development and implementation of communication and advocacy work to achieve CARE's organizational objectives. This includes working closely with all program staff, CARE Nepal's partners, CARE USA and relevant CMPs.

The employee shall fully comply with safety and security procedure of CARE and should be accountable for it.

Major Responsibilities and Tasks:

R1. Deliver effective internal and external communications on behalf the LEAD component

- Writing: Collect, write-up and disseminate stories and the impact we achieve. Write talking points, media releases, speeches, and statements for use by CARE Nepal and/or designated representatives speaking on or behalf of CARE Nepal. Prepare basic information and documents about CARE Nepal's work for use with external stakeholders and visitors.
- Website: Contribute to develop content for CARE Nepal's website (this role is not responsible for managing websites but requires close coordination and cooperation with the web master)
- Press: Take a lead role in preparing press releases, dispatch press approved releases (and provide any follow-up required), organize press conferences
- Media Relations: Maintain relations with key media persons, maintain a database of press contacts, and receive any media enquiries (such enquiries will be considered and responded to by the relevant SMT member on a case-by-case basis).
- Representation: Represent the Adolescent Girls Program under the LEAD component in different communication forums, networks and public fairs, as and when required
- Networking: Provide support to the adolescent girls program team so that CARE develops and maintains appropriate relationships and coordination with external actors



- Compliance: Ensure that CARE Nepal's positions and recommendations are fully in line with CARE International standards, that we comply with CARE International's branding and visual identity requirements
- Contracting: Commission and oversee the work of photographers, journalists or film crews, as required, to cover project activities, special events and human interest stories
- Accompaniment: As and when required, accompany visitors, journalists and film crews to project areas, and provide briefings, on-the-spot assistance, and translations
- Monitoring: Track, compile and share with Adolescent Girls Program Management Team important media coverage of CARE Nepal's work. Also, monitor the impact of media work to identify any resulting programme-related outcomes.

R.2 Provide advocacy and communications support to the Adolescent Girls Program in Butwal

- Provide support, leadership and guidance to advocacy and communications work to advance and promote the objectives of CARE Nepal's programs. This includes defining the advocacy strategy, analyzing policies, identifying opportunities and tactics for influence, and engaging and building relationships with key allies, coalitions, advocacy targets and other key stakeholders to advance advocacy goals
- Support the Adolescent Girls Program partners to develop, deliver and monitor communications and advocacy initiatives, particularly by building the capacity of Butwal office's partner staff to undertake advocacy, public relations, media relations and communications effectively. Establish professional relationships with the press, journalists (both in project and central level) about CARE Nepal, its activities and impact; and support others within CARE and our partners to do the same
- Provide additional support on any other priorities as determined and agreed with CARE Nepal.
- Support staff in the Butwal office with the review and editing of human interest stories, including the annual Human Interest Story contest

R.3 Manage the core publications of Butwal office

- Take overall responsibility for the quality and timely publishing of CARE Nepal's annual report
- Support Butwal office's projects and program in the production and dissemination of newsletters and promotional material
- Publish posters, pamphlets, brochures and other promotional materials (both organizational and related to projects or program)
- Oversee the layout and design of core documents published for external audiences
- Manage the photographic requirements of CARE's publications
- Ensure that all publications follow CARE's visual identity guidelines
- Oversee a well managed archive of CARE Nepal's publications, video films, documents and photo archives.

R4. Upholding CARE's Core values and ensuring its principles

- Comply and exercise organizational values and culture
- Help to promote rights and good governance



- Responsible for Gender and GESI responsive behavior in all actions and decisions
- Responsible for implementing and achieving GESI goals of the organization

Authority

Spending: None

Supervision: None

Accountability:

To ensure that the organizational information when disseminated should be correct and permitted message in line to CARE principles and core values.

Working conditions:

Based in Kathmandu with estimated 50% travel to projects districts

Person specification requirements:

Qualifications:

Bachelor's degree in media, communications, advocacy, sociology, politics or other relevant field.

Experience:

Minimum 3 years' experience in relevant field of work, e.g. communication, journalism, information management, public relations, media, advocacy

Skills and knowledge:

- Good interpersonal, communication, negotiation and facilitation skills
- Good skills in conducting advocacy and policy analysis
- Excellent verbal and written language skills in both English and Nepali
- Good editing skills
- Good knowledge of the political context and key policies relating to women's and girls' rights
- Knowledge of key organizations, advocacy coalitions and movements at local and national level working to address early marriage or promote women's and girls' rights
- Computer skills, including knowledge of relevant software e.g. Microsoft office, photo editing software

Competencies:

- Communicating and sharing ideas and information - Able to present information and express opinions confidently to internal and external audiences
- Interpersonal sensitivity – Able to communicate with sensitivity and foster communication, actively listening to others
- Influencing – Able to generate commitment and build consensus among others and gain their support
- Developing others – Able to foster the development of others by providing a supportive learning environment



- Customer Focus – Able to provide service excellence to internal and external customers, stakeholders and partners Initiative – Deals with situations and issues proactively and persistently Innovation – Demonstrates openness to new ideas, seeks out new opportunities
- Creativity – Able to think creatively and to translate creative thinking into tangible outputs
- Writing – Able to communicate ideas and information in writing to ensure that information and messages are understood and have the desired impact
- Team work – Able to work effectively with other people within a work group
- Planning and organizing – Able to define work goals and objectives; develop and execute work plans; and contribute to the achievement of work group objectives
- Embracing and Valuing Diversity – Able to contribute effectively to a culture that positively values the diversity of people, values and ideas within CARE Nepal

Incumbent Signature :

Date:

Supervisors Signature :

Date: