



JOB DESCRIPTION

Functional Title	:	Communication & Outreach Officer- Emergency Response
Responsibility Level	:	Officer
Department	:	Communications- Emergency Response
Workstation	:	Kathmandu (Approximately 50% travel to emergency response districts
Supervisor/Principal	:	Communication- Lead with dotted to District Response Manager

BACKGROUND

The Bhotekoshi flash floods caused significant damage and displacement across affected areas of Rasuwa, Nuwakot, Dhading, Gorkha Tanahu and Chitwan disrupting shelter, livelihoods and access to essential services and increasing protection, gender and inclusion risks for affected communities. As households transition from immediate humanitarian assistance towards recovery, there is a need for inclusive, gender-responsive and safeguarding-focused support that addresses the differentiated needs and vulnerabilities of women, girls, persons with disabilities, older people and other marginalized groups.

JOB SUMMARY

The Communication and Outreach Officer – Emergency Response is responsible for leading the coordination and management of internal and external communications, documentation, branding and marking requirements, public relations, and event management of CARE Nepal with specific focus on emergency response and supporting program initiatives. The incumbent is responsible for delivering effective internal and external communications with refined media relations and networking and providing communication support to Program initiatives and the emergency response.

The incumbent will translate emergency response priorities, field realities, evidence and community voices into timely, accurate and compelling communication products for internal and external audiences. This includes documenting and communicating key response activities, achievements, community stories, learning and impact, as required. The position will also support communication and outreach activities for wider CARE Nepal initiatives. The incumbent will ensure compliance with CARE's branding and marking rules and help develop effective communication materials. Manage the core activities and provide guidance on project and response-related publications.

The position will work closely with the Emergency Response Team, District Response Managers, Program teams, partners and relevant stakeholders to lead and provide technical support on communications and outreach for emergency response operations, while contributing to wider CARE Nepal communication priorities.

The employee shall fully comply with CARE policies and procedures and be accountable for upholding CARE's core values and principles.

KEY RESPONSIBILITIES AND TASKS:**R1. Deliver effective internal and external communications**

- **Writing and dissemination:** Draft, finalize and disseminate documents, important links, relevant write-ups, change and issue-based stories, Program /project briefs, media kits and other communication materials through internal communication systems, CARE Nepal's managed social media sites and CARE websites.
- **Emergency Response Communications:** Develop and implement communications plans and content approaches for emergency response operations. In addition, lead and coordinate timely communication and documentation of emergency response activities, key updates, achievements, stories and learning, in coordination with the Emergency Response Team.
- **Website:** Develop content for CARE Nepal's website and social media platforms as required, including relevant emergency response content.
- **Press:** Prepare press releases, dispatch press-approved releases and provide any follow-up required, including for emergency response-related communication.
- **Media Relations:** Develop and maintain relations with key media persons, maintain a database of press contacts and receive media enquiries. Such enquiries will be considered and responded to by the relevant SMT member or project/response lead on a case-by-case basis.
- **Representation:** Represent various program initiatives and emergency response activities in different communication forums, networks and public fairs, as and when required.
- **Networking:** Provide support to program and emergency response initiatives so that CARE Nepal develops and maintains appropriate relationships and coordination with external actors.
- **Compliance:** Ensure and maintain compliance and branding of CARE Nepal in every internal and external communication and visibility document.
- **Contracting:** Commission and oversee the work of photographers, journalists, film crews and designers, as required, to cover project, Program and emergency response activities and special events.
- **Accompaniment:** As and when required, accompany visitors, journalists and film crews to project or response areas and provide briefings, on-the-spot assistance and translations.
- **Public and Thematic Events:** Plan and support public and thematic events that showcase program and emergency response activities, participant stories and project results.
- **Monitoring and Digital Insights:** Track, compile and share important media and digital coverage of CARE Nepal's work, including relevant emergency response coverage. Monitor digital conversations, audience engagement and emerging opportunities and use insights to strengthen communications, campaigns and advocacy outcomes.
- **Digital Engagement and Advocacy:** Support, provide technical inputs and develop digital engagement and advocacy approaches that move CARE Nepal's digital presence beyond visibility toward meaningful audience engagement, narrative influence and public mobilization. Develop platform-specific content and audience approaches for key stakeholders, including government, donors, media, youth, partners and communities.

R2. Provide communications support to program initiatives

- Provide technical support, leadership and guidance in communications work to advance and promote the objectives of CARE's initiatives, including emergency response initiatives.
- Support and advise partners to plan, develop, deliver and monitor communications initiatives, particularly by building the capacity of partner staff to undertake advocacy, public relations, media relations and communications effectively.
- Establish professional relationships with the press and journalists at different levels about projects, their activities and impact.
- Support field staff with the review and editing of human-interest stories and their publication.
- Support program development and delivery teams and Program Quality and Impact teams to digitize and systematize project knowledge products, including case stories, reports, training manuals, photo/video archives and other relevant materials.
- Support digital advocacy campaigns linked to CARE Nepal's thematic priorities, policy opportunities and key national and international moments. Strengthen digital storytelling through short-form video, visual narratives, infographics and other emerging formats, while amplifying community and local partner voices and translating program and emergency response learning into accessible public narratives.
- Provide communication support to the Emergency Response Team and field teams as required, including documentation of response activities, stories, key achievements and learning.

R3. Manage the core and provide guidance on publications

- Take overall responsibility for the quality and timely publishing of publications and videos.
- Publish posters, pamphlets, brochures and other promotional materials, both organizational and related to projects, Programs and emergency response activities.
- Oversee the layout and design of core documents published for external audiences.
- Manage the photographic requirements for publications and social media sites.
- Ensure that all publications follow CARE's visual identity guidelines.
- Oversee a well-managed archive of publications, video films, documents and photo archives.
- Provide technical oversight, guidance and quality to CARE's and project-related communication materials as per donor regulations, including emergency response communication materials.

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

- Link and demonstrate CARE Nepal's core values, programming principles, strategic objects, women and girls' equality, and impact in programming and behaviors.
- Comply and exercise organizational values and culture.
- Help to promote rights and good governance.
- Responsive to women and girls' specific needs in all actions and decisions.



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- Demonstrate positive behaviors following the CARE code of conduct and uphold implementation of CARE Safeguarding policy at all levels.
- Promote CARE's values of transformation, integrity, diversity, equality, and excellence.
- Promote gender equality and inclusive programming through your actions and decisions.
- Uphold safeguarding, PSEA, rights-based approaches, and principles of good governance in all MEAL processes.
- Safety and Security is everyone's responsibility within CI through full compliance and accountability (as per Principle –ii of the CARE International Safety & Security Principles).

R5. Safeguarding Responsibilities

- Uphold CARE's Safeguarding Policy and Safeguarding Code of Conduct.
- Ensure appropriate safeguarding and ethical considerations when documenting and communicating stories, photographs, videos and information involving program participants and affected communities.
- Ensure appropriate consent, dignity and confidentiality when collecting and sharing communication materials.
- Must read the Safeguarding Policy and either sign the Safeguarding Code of Conduct or sign a Code of Conduct that is consistent with or references this policy and Safeguarding Code of Conduct.

R6. Other Responsibilities

- Perform any other duties and responsibilities as may be reasonably assigned by management from time to time, in support of organizational priorities.

PERSON SPECIFICATION REQUIREMENTS:

EDUCATION

- Bachelor degree in journalism, communications, advocacy, or other relevant field.
- A Master's degree in journalism, communications, advocacy, or other relevant field.
- or a related field will be an advantage.

EXPERIENCE

- Minimum 3 years of relevant professional experience in humanitarian action, emergency response, disaster response, or disaster-affected settings, with demonstrated experience in communications, community engagement, public information, outreach, or related functions.
- Experience in behavior change communication (SBCC), journalism, public relations, mass media, advocacy, digital communications, or storytelling is also required.

SKILLS AND KNOWLEDGE

- **Content Development and Editorial Skills:** Experience in content preparation, copy editing, proofreading and production of communication materials. Strong writing skills, with the ability to develop clear, engaging and compelling content for different audiences and platforms.
- **Digital Storytelling and Multimedia Production:** Strong ability to develop compelling digital stories and produce multimedia content, including photography, audio and video capture and editing, short-form videos, visual narratives, infographics and social media content. Ability to identify strong human-interest stories, capture authentic community voices and adapt content for different digital platforms.
- **Digital Communications and Audience Engagement:** Good understanding of social media platforms and digital communications, including content planning, audience engagement, platform-specific content development and basic analysis of digital performance.
- **Strategic Communications and Advocacy:** Ability to provide strategic inputs to communication plans, campaigns, digital engagement and advocacy initiatives and to support program and emergency response activities in using communications to advance their objectives.
- **Communication and Language Skills:** Excellent verbal and written communication skills, with fluency in English and Nepali and the ability to communicate effectively with different audiences.
- **Coordination, Networking and Facilitation:** Strong interpersonal, coordination, networking and facilitation skills, with the ability to build and maintain effective relationships with colleagues, partners, media, service providers and communities.
- **Representation and Stakeholder Engagement:** Ability to effectively represent CARE Nepal and its work in meetings, public events, media engagements, networks and other external forums.
- **Technical and Digital Skills:** Proficiency in relevant computer applications and content production tools, including graphic design, photography, audio, video and photo editing software. Understanding of graphic design and layout is preferable.
- **Planning, Teamwork and Adaptability:** Ability to prioritize tasks, manage multiple assignments and meet deadlines while working effectively with cross-functional teams. Willingness to travel to project and emergency response areas and work in challenging and difficult situations as required.

CORE COMPETENCIES

- **Analytical Thinking** – Able to provide inputs on communication strategy and plans.
- **Initiative** – Deals with situations and issues proactively and persistently.
- **Teamwork and People Management** – Able to work effectively with other people within a work group.
- **Writing** – Able to communicate ideas and information in writing to ensure that information and messages are understood and have the desired impact.
- **Communicating and Sharing Ideas and Information** – Able to present findings/recommendations and express opinions confidently.
- **Planning and Organizing** – Able to define work goals and objectives; develop and execute work plans; and contribute to the achievement of work group objectives.
- **Adaptability** – Able to work effectively in changing and challenging environments, including emergency response contexts.



Working Conditions and Security

- The role requires willingness to work and travel in remote, hardship, and potentially insecure locations, and to comply with organizational security protocols at all times. The post may require work outside normal hours during peak response periods.

Disclaimer/Note

The responsibilities and requirements outlined in this Job Description are subject to change and may be revised as necessary to reflect evolving organizational priorities, operational requirements, and the needs of the position.

Approved by: _____

Date: _____

Agreed by: _____

Date: _____