

# Job Framework

## Communications Specialist (Part-time)

As a Communications Specialist, you will support Marie Stopes International (MSI) Cambodia with both external and internal communications. The role will be responsible for maintaining a professional and consistent brand presence, strengthening internal communications, and improving the organisation's profile to external audiences such as donors and stakeholders through various information channels – social media, website, media, reports and others. The role will ensure written materials are consistent and engaging across the organisation and messages are in line with the overall marketing strategy.

Job Title:	Location:	Reporting to:	Probationary Period:
Communications Specialist	Phnom Penh (some travel outside PP)	Head of Integrated Marketing	3 months

Marie Stopes International is a global organisation providing personalised contraception and safe abortion services to women and girls. Our local teams of professionals are passionate about the work they do in communities across 37 countries. The services they provide give a woman the power to choose when she has children so that she's free pursue her plans and dreams for herself and her family. Marie Stopes International Cambodia (Marie Stopes) was established in 1998 and operates seven reproductive health clinics, a network of community based MS Ladies, and provides technical support to numerous public and private partners. In 2018, Marie Stopes provided services to over 70,000 women and men in Cambodia. The primary responsibility of this role is to further **Marie Stopes' Vision: A world in which every birth is wanted** and its **Mission** of ensuring the individual's right to: **Children by choice, not chance.**

It is a role requirement that the job holder must fully comply with, promote and live **Marie Stopes' Core Values:**

Mission Driven	Client Centred	Accountable	Courageous
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Key Responsibilities	Measures
<b>Content Development and Social Media Management</b> <ul style="list-style-type: none"> <li>Review MSI Cambodia's marketing strategy with reference to MSI global marketing guidelines and update the annual MSI Cambodia communication's plan is in line with the strategy.</li> <li>Propose and execute new ways of creating and distributing communications content that expands MSI Cambodia's reach and cause.</li> <li>Provide technical support to MSI Cambodia's team members to develop monthly case studies and stories about our project activities.</li> <li>Support MSI Cambodia's social media campaigns by regularly developing and uploading content in line with the social media strategy.</li> <li>Advise on photo documentation of project activities and take photos to support content development when necessary.</li> </ul>	<ul style="list-style-type: none"> <li>High quality advice provided on marketing strategy and Communication's plan</li> <li>Increased brand awareness among external audiences</li> <li>Monthly case studies and stories developed</li> <li>Increased likes, engagement and reach on social media profiles (Facebook, Twitter)</li> <li>A minimum of 1 social media post per week</li> </ul>
<b>Improved internal communications</b> <ul style="list-style-type: none"> <li>Establish an internal communications strategy with reference to the Marketing Strategy in conjunction with senior managers to ensure organisational initiatives are communicated to employees</li> <li>Plan, organize, edit and write content for a variety of internal communications mediums including responsibility for intranet, operational manuals, organizational announcements etc.</li> <li>Develop and update communications pieces highlighting Marie Stopes work activities and resources which will be uploaded in Marie Stopes website and intranet (Sharepoint).</li> </ul>	<ul style="list-style-type: none"> <li>Internal communications plan developed and implemented</li> <li>Intranet up to date with key documents</li> <li>Monthly communication pieces developed and shared with all staff</li> </ul>
<b>Report writing and external content editing</b> <ul style="list-style-type: none"> <li>Review and update MSI Cambodia's communications plan for external audiences (donors and stakeholders) to ensure we are implementing the most effective strategy for highlighting achievements, plans and initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Effective communications plan developed</li> </ul>

# Job Framework

## Communications Specialist (Part-time)

Key Responsibilities		Measures
<ul style="list-style-type: none"> <li>Develop templates for communicating MSI Cambodia's achievements and activities to external audiences including donor and government reports</li> <li>Edit language and content of program donor and stakeholder reports to ensure high quality documentation is in line with requirements</li> </ul>		<ul style="list-style-type: none"> <li>Templates for external communication developed</li> <li>High quality reports produced on-time</li> </ul>
Media Relations		
<ul style="list-style-type: none"> <li>Manage media relations, including relationships with journalists and bloggers for stories, press releases, and interviews.</li> <li>Manage all media requests. Answer inquiries from the media and ensure that messages are in line with the company brand and message.</li> <li>Actively connect with influential media outlets and journalists to place stories about Marie Stopes and relevant sexual and reproductive health news and other initiatives.</li> <li>If required, orient Marie Stopes' media spokesperson on dealing with interviews and other media related-activities.</li> </ul>		<ul style="list-style-type: none"> <li>Increased brand awareness among clients, donors and health sector industry</li> <li>Media requests and approvals submitted on time</li> <li>Meet with media outlets and place stories about the organization</li> </ul>
Skills and Experience		
<b>Qualifications:</b>		
<ul style="list-style-type: none"> <li>A Bachelor degree in Communications, Marketing or relevant field; a post-graduate degree or significant relevant work experience would be an advantage</li> <li>Evidence of excellent written and verbal English skills</li> </ul>		
<b>Experience:</b>		
<ul style="list-style-type: none"> <li>At least two-years relevant work experience</li> <li>Experience in producing engaging content for a variety of mediums as well as excellent writing and editing skills</li> <li>Experience working in a health-related field in a developing country context would be an advantage</li> <li>Experience conducting organisational marketing reviews and revisions in a team-setting</li> <li>Knowledge of how to work with media and manage social media outlets such as Facebook and Twitter</li> </ul>		
<b>Skills:</b>		<b>Attitude / Motivation:</b>
<ul style="list-style-type: none"> <li>A deep understanding of proper messaging along with a creative spark to develop innovative content that stands out among the noise</li> <li>Thinks outside the box, creative but not over the top</li> <li>Displays in-depth knowledge and understanding of audience engagement strategies</li> <li>Demonstrated ability to respond to diverse stakeholder groups needs</li> <li>Approachable with strong interpersonal &amp; listening skills</li> <li>The highest levels of integrity, strong ethical sense</li> </ul>		<ul style="list-style-type: none"> <li>Strong supporter of sexual reproductive health rights for all men/women, including abortion services</li> <li>Results focused - goes above and beyond</li> <li>Self motivational/Self Starter</li> <li>Team Player</li> <li>Willing to provide capacity building to staff members with limited marketing knowledge</li> </ul>