**Terms of Reference Communications Officer**

Applications are invited from suitably qualified candidates for the post of Communications Officer for Bhutan Youth Development Fund.

**Job Profile**

Assumes primary responsibility for planning, developing and implementing communication strategies to promote Bhutan Youth Development Fund’s program. The incumbent will also be responsible for developing partnerships with other relevant organizations.

**The main duty and responsibilities are:**

 Program Communications for advocacy and awareness The Communications Officer will work closely with the Program section to ensure that relevant program materials such as Youth Interest Stories, donor reports, proposals, factsheets, infographs etc. are developed and disseminated to donors and target groups through relevant media and network channels. The Communications Officer will assist program officers in the proposal development stage to identify appropriate communication activities for the projects/program.

**Media Relations**

 Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) within and outside Bhutan to increase coverage of youth issues in the media (print, broadcast and digital). Specific activities may include:

* Draft and edit articles, press releases, youth interest stories and other advocacy/information materials.
* Collaborate with the media by organizing project site visits, facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
* Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.

**Digital Communications/Social media**

Maintain Bhutan Youth Development Fund’s website and social media sites (Facebook, Twitter and YouTube) such as daily monitoring, posting and content development.

**YDF Brand and Communications**

Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, youth Interest Stories, picture stories, videos, etc. and report to the board members accordingly. The Communications Officer will develop and archive communication materials, including digital, such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc.

**Donor Relations**

Develop and maintain an updated list of YDF donors and special interest groups. Assist in developing donor visit schedules/brochures, donor gifts and cards etc. Support preparation of background materials, briefs and information kits for visiting donors and high profile guests/visitors. The task includes travel planning, logistics and administrative arrangements.

**Events/campaigns**

Assist in organizing and generating public support for special events and campaigns to promote strategic conservation goals. Support organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.

**Board Meeting:**

 Getting Dates for Board Meeting, Prepare Agenda and Minutes of the Meeting for Board Meeting

**Monitoring and evaluation**

Monitor and evaluate impact of communication materials and advocacy events/campaigns to target audiences

**Working relationships**

The Communications Officer will have to work closely with all program officers on a daily basis. He/She will maintain close interaction with communications and program staff of the YDF network, and with entities associated with communications.

**Values and Ethics**

The candidate should have high level of integrity, accountability, and punctuality and be willing to work beyond normal working hours. He/she should also demonstrate and be exemplary in portraying YDF values and ethics. He/she should be a good team player.

Carry out any other related duties as assigned by the Organization

**Minimum Qualification and other Requirements:**

**Skills:** Excellent written and oral English communication skills and proficiency in Dzongkha are required. Knowledge of other languages/dialects is an asset. He/she should have advanced working knowledge of MS Office (Word, PowerPoint, Excel and Publisher). Candidates with basic design and layout skills and adept in using Adobe Photoshop and PageMaker are an added advantage. Demonstrated and extensive social media experience is an added advantage.