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| **Job Title:** | **Communications and Marketing Officer** |
| **Location:** | Dhaka, Bangladesh |
| **Reports to:** | Head of Partnership & Collaboration |

**Background**

The Humanitarian Leadership Academy is a global networked organisation whose mission is to enable people around the world to prepare for and respond to crises in their own countries. The Academy works with organisations from across the not-for-profit, public, technology industry, private sector and universities to help local communities across the world to become more resilient in the face of disaster by promoting and developing existing and new humanitarian preparedness and response focused learning and development opportunities.

**Job Purpose**

The Communications and Marketing Officer’s role is a key position to ensure that quality and timely communications materials are produced for internal and external audiences: partners, media, donors, government stakeholders and the wider public. The purpose is to ensure visibility of the Academy and to bring about coherence and consistency of the brand in all our communications.

He or she will work in close collaboration with the Head of Partnership & Collaboration. The post holder will also be expected to work with the global communications team based at the Global Academy Office to build the Academy’s brand through national and regional media, and to support programmes that promote dissemination of the Academy’s brand and products. This person will need to gather content from the Academy centre’s activity to use for communications, reports, social media stories and internal communication. He or She has to ensure that quality and timely communications materials are produced for internal and external audiences, partners, media, donors and government stakeholders.

He or She will also assist the Head of Partnership & Collaboration in exploring prospects for new funding (including income generation) collaborations and partnerships through active networking, advertising and marketing of our learning solutions. The candidate should have a thorough knowledge of digital learning.

**Key Responsibilities**

**Communications**

* Assist with development and implement the Centre’s Communications strategy in line with the strategic plan.
* Responsible for written communications including press releases/kit, holding statements, Q&As, position papers, pitches, impact stories and internal communications.
* Maintain, localise and update information relating to the centre’s activities on the organisation’s website and social media channels.
* Oversee the production of interviews, video clips and short films promoting the Academy’s work.
* Maintain a uniform Academy’s brand and identity across the region including the use of logos and other Academy materials.
* Produce regular communication and stories about our work to send to partners and other
* stakeholders.
* Ensure all staff in the centre have access to a range of internal communications, so that they are able to keep up to date with important news, share information and provide feedback
* Act as an ambassador for the Academy’s online learning platform - effectively promoting it both online and off and communicating feedback received to relevant Academy staff.
* Drive and organise the Academy’s internal and external activities and events with businesses, executives and regional communicators.
* Participate in the global communication group calls – to share information, ideas and gain support from other colleagues around the world
* Write promotional copy of organizational reports, where needed, and other copy for internal and external audiences, as assigned.

**Marketing**

* Build media relationships and work with targeted major business & mainstream media around the initiatives and products, to ensure the Academy gets frequent and accurate coverage on the traditional and new media platforms.
* Identify event opportunities and manage conference participation – promoting the Academy at each event through an exhibition stand and speaking slots.
* Work with agencies on producing collateral material such as brochures, banners, giveaways and booths’ layout for exhibitions as well as maintaining brand consistency and ensure that all materials have brand sign-off from the global communications team.
* Network directly with local humanitarian actors, academic institutions, businesses and government agencies, acting as a promotor for the academy and representing our position within the market.

**Strategy Development**

* Assist with developing and execute the Centre’s long-term strategic communications and key messaging plan.
* Working closely with the GAO global communication team and Head of Partnerships jointly build a communications vision and roadmap, whilst implementing a strategic external and internal communications plan to build the brand in the Bangladesh as well as enhance its reputation, ensuring the Academy Centre is at the cutting edge of industry developments.

The post holder will be expected to undertake other duties as may reasonably be required to meet the changing needs of the business.

**Person Profile**

**Essential Requirements**

* A Master’s level degree preferably in Marketing, International development, disaster management, information & communication
* Minimum three years of working experience in a credible media organisation OR equivalent experience in Communications and/or Media role within an international/national humanitarian or development agency
* Experience of leading communications and media activities in a challenging environment and a good knowledge of the country/regional media scene, networks, and media contacts etc.
* Evidence of excellent verbal and written communication skills in Bengali and English producing high quality communications materials such as press releases, case studies, impact stories, key messages, speaking points and Q&As, for a wide range of different audiences,
* The ability to digest complex information quickly and express this crisply and clearly

**Desirable Requirements**

* Good understanding of the international humanitarian system and relevant networks.
* Experience working with teams and building strong relationships remotely.
* Good understanding of photography, AV production and editing and DPT i.e. Illustration, Photoshop etc.

**Personal Attributes**

* Strong communicator and networker who enjoys building relationships and opening doors.
* Creative thinker with original ideas as well as a problem solver.
* Entrepreneurial approach; has the confidence to try out new ideas and take risks and challenge where needed.
* Ability to combine creativity with organisational skills allowing for effective delivery on varied and tight deadlines and budgets.
* Politically and culturally sensitive with qualities of patience, tact and diplomacy.
* Passion and energy to work in pursuit of transforming humanitarian response globally and making a reality of true collaboration.

We look for people who not only have the required skills and experience but who also fit our culture, based on our organisational values.