**MANUSHER JONNO FOUNDATION**

**JOB DESCRIPTION**

**Job Title:** Project Officer- Campaign & Communication

**Project:** Renewed Women’s Voice and Leadership (RWVL) Bangladesh

**Job Location:** Dhaka

**Reports to:** Manager/Deputy Manager

**Job Type:** Contractual

**Position Level:** Entry

**Grade:** 5, Step 1

**Gross Salary:** BDT 75,561 plus other admissible benefits as per the organization's policy

**Funded By:** Global Affairs Canada (GAC)

**Project Brief**

The Renewed Women’s Voice and Leadership (RWVL) program is a global initiative of Global Affairs Canada. The RWVL continues to address the global funding gap for women’s organizations, acknowledging that those groups working at the intersection of multiple forms of discrimination and in conflict- and crisis-affected countries receive even less funding.

In Bangladesh, MJF will implement this project to support local Women’s Rights Organizations (WROs), women human rights defenders (WHRDs), and gender-diverse groups alongside feminist networks that advance gender equality and the rights of women and girls in all their diversity. The project will maintain its overarching framework while expanding support to Women's Rights Organizations (WROs) and Women Human Rights Defenders (WHRDs), including trans and Non-binary human rights defenders, to be more intentional in reaching structurally excluded groups, such as gender-diverse communities and women and girls with disabilities. Finally, the Renewed WVL Program aims to integrate collective care and well-being to counter the stress, trauma, and burnout experienced by the targeted groups on the front lines of these crises. This project will be implemented through four components:

* Multi-year core funding, including support for core administrative functions, to sustain and resource the ongoing and new programs of WROs, encompassing service provision, awareness raising, advocacy, feminist research, policy dialogue, and consultation.
* Fast, responsive funding for discrete activities and short projects in response to unforeseen challenges, opportunities, or urgent events.
* Strengthening organizational capacity in areas prioritized by WROs/organizations led by gender-diverse groups of community-led women’s groups.
* Movement strengthening to foster the collective voice and power of WROs/organizations led by gender-diverse groups of community-led women’s groups and WHRDs at sub-national, national, and regional levels. It supports networks, alliances, platforms, and convening events to strategize collectively, share learning, and mobilize for social, political, and legal change.

**Job Purpose**

The Project Officer (PO)-campaign and communication position will be entry-level. PO-Campaign and communication is responsible for content design and implementation of Feminist Campaigns, which aim to advance gender equality and address issues such as violence against women, reproductive rights, harmful social practices, technology-facilitated violence, shaming, blaming, and other pressing concerns. Foster campaigns and communications tools to advocate for changing laws, policies, and culture so that human rights for women, girls, and gender-diverse individuals are respected. The role focuses on promoting gender equality through coordinated campaign efforts at both national and local levels, fostering collaboration among key stakeholders, and amplifying women's voices to drive systemic change.

**Job Summary**

As a key team member of the Renewed Women’s Voice and Leadership (RWVL) Bangladesh Project, the PO-Campaign and Communication will play a pivotal role in advancing the mission of the "Renewed Women’s Voice and Leadership Bangladesh" project. This position is responsible for designing and implementing content and messages of strategic campaigns that raise awareness of women's human rights and dignity in promotion efforts. The PO will determine and manage communication strategies to amplify the project's message across various platforms and foster collaborative relationships with local communities, stakeholders, and partners. S/he will be a dynamic communicator with a strong understanding of gender issues and a passion for empowering women, girls, and diverse individuals. This role requires creativity in campaign development, proficiency in digital media, and the ability to engage and inspire diverse audiences. S/he will work closely with the project team to ensure the successful execution of initiatives that promote social change and enhance women's leadership in Bangladesh.

**Key Responsibilities and Tasks**

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| **Sl.** | **Responsibilities** | **Tasks** |
| **1.** | **Feminist Campaign Design and Implementation** | * Content design and implementation of Feminist Campaigns aim to advance gender equality and address issues such as violence against women, reproductive rights, harmful social practices, technology-facilitated violence, shaming, blaming, and other pressing concerns.
* Foster campaigns and communications tools to advocate for changing laws, policies, and culture so that human rights for women, girls, and gender-diverse individuals are respected.
* Suggest that the RWVL team identify ground-breaking campaigns that challenge social norms, promote women’s human rights, and advocate for the rights of gender-diverse individuals.
* Support the creation of a digital platform and communicate with platform members regarding the digital campaign strategy that enhances the online visibility of women, girls, and the gender-diverse population.
* Collaborate with Women’s Rights Organizations, youths, and community groups to co-create campaign activities.
* Collaborate with stakeholders to identify key issues and target audiences.
* Measure campaign effectiveness and adjust strategies as needed.
* Design the content of information, communication, awareness, and education materials on gender equality, women’s human rights, and the dignity of women, girls, and gender diverse individuals.
* Assist the RWVL team in printing and publishing pamphlets, brochures, infographics, and study reports.
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| **2.** | **Communication Strategy** | * Develop and implement a comprehensive communication strategy paper for the RWVL project partners.
* Develop engaging content for multiple platforms, such as social media, Instagram, YouTube, newsletters, and press releases, including narratives, photos, videos, graphic designs, and stories, to effectively engage target audiences.
* Manage the project’s online presence to ensure consistent messaging and branding.
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| **3.** | **Monitoring and Reporting** | * Track and analyze the impact of campaigns and communication efforts.
* Maintain a detailed record of campaign activities, media coverage, and participant feedback.
* Prepare activity completion reports, periodic progress reports, and other necessary documents.
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| **4.** | **Collaboration and Networking** | * Build relationships with community leaders, Women’s Rights Organizations, NGOs, and other relevant stakeholders.
* Represent the project at local and national forums to advocate for women’s issues and youth engagement.
* Work closely with media outlets to ensure comprehensive coverage of campaigns and events.
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**Second-line Reporting Authority**

Project Lead- RWVL Bangladesh Project

**Key Contacts and Relationships**

Executive Director, Director of Program and Governance, Director of Finance and Administration, media and communication lead, including different project leads of MJF as appropriate.

**Working Conditions**

The position is based in Dhaka, but frequent field travel is required to the working areas, with at least 40% of the time spent traveling outside Dhaka to remote locations in Bangladesh.

**Essential Qualifications and Experience**

* Master's degree in any discipline, preferably in Media and Communication, Mass Communication and Journalism, Social Sciences, Gender Studies, specializing in Campaign and Communication.
* Minimum of five years of professional experience in campaign management and communications, focusing on feminist campaigns related to women's rights and gender equality, within any civil society organization or specialized project.
* Understanding and applying feminist principles, approaches, and strategies in campaigns that highlight gender inequality and examine the social, political, and cultural factors adversely affecting women's lives and experiences, contributing to the pursuit of social justice and equality.
* Experience developing and executing advocacy campaigns on women’s rights or gender issues.
* Proven experience working in a partnership approach with WROs and Community-led Organizations.

**Essential Skills and Capabilities**

* Proven experience in strong interpersonal and communication skills, with the ability to work independently and collaboratively within a team.
* Proficiency in MS Word, Excel (including data analysis), PowerPoint, web page management, video editing, and Photoshop.
* Demonstrated experience using online acquisition and reporting tools (Facebook Insights, Google Analytics, and Twitter Analytics) for campaign outreach.
* Proficiency in creating engaging content for various platforms (social media, blogs, newsletters).
* Fluency in both written and spoken English and Bangla.

**Preferred Attributes**

* Resilience: Advocacy can be a long-term, challenging process that requires persistence and the ability to handle setbacks.
* Adaptability: Ability to respond quickly to changing policy landscapes or public attitudes.
* Collaborative Mindset: Ability to work well with a wide range of partners and internal teams.
* Sensitivity and commitment: A commitment to work with all-inclusive populations that uphold inclusive values, respecting human rights, dignity, and social harmony.
* Time management: Ability to effectively manage processes, work under pressure, and meet deadlines.
* Specialized experiences: Comparatively extensive work experience in a specific field may compensate for academic qualifications.

**MJF’s commitment to safeguarding**

Manusher Jonno Foundation is committed to preventing any unwanted behaviour at work, including sexual harassment, exploitation and abuse, lack of integrity, and financial misconduct. It is committed to protecting children and vulnerable adults under its policy. The Manusher Jonno Foundation expects all MJF and project staff, vendors, and consultants to adhere to this commitment through MJF’s code of conduct. MJF places a high priority on ensuring rights and upholding the respect and dignity of all people, regardless of their class, caste, ethnicity, religion, physical condition, or gender.

**Note**

1. All offers of employment will be subject to satisfactory references and screening checks, including criminal records and fraud/corruption/ terrorism. Please note that Disclosure of Safeguarding-related Misconduct in Recruitment Processes is mandatory.

**Manusher Jonno Foundation (MJF) is an equal opportunity employer committed to diversity in the workplace. It upholds human dignity and inclusion for all, regardless of age, race, religion, gender, disability, ethnic origin, or socio-economic condition. As such, we highly encourage applications from women, gender-diverse individuals, and people with disabilities.**