



## Career at WaterAid



WaterAid, an international NGO, is looking for a deserving, dynamic, passionate, and self-driven applicant to fill in the position of a

# Communications Specialist - Partnership and Projects

For its country office in Bangladesh

### JOB DETAILS

**DEPARTMENT:** Policy and Advocacy

**JOB TITLE:** Communications Specialist - Partnership and Projects

**REPORTS TO:** Manager, Advocacy and Communications

**TEAM:** Advocacy and Communications

**PERSONS REPORTING/:** None  
**SUPERVISEE**

## JOB SUMMARY

The Communications Specialist – Partnership and Projects is responsible for developing, coordinating, and implementing communications plan for diverse WASH projects in line with organisational objectives. Increasing engagement with key audiences through communications strategy, effective storytelling, content strategy and production of publications is critical along with building WaterAid’s stakeholder relationships across different sectors partners. This position also coordinates social media, website content and different traditional and non-traditional campaigns to increase WASH visibility.

The candidate will ideally have:

- An excellent track record in communications strategy development, management, and implementation
- Experience in audience engagement, social media strategy and implementation
- Highly developed copy writing skills – English and Bengali
- Creative flair, experience, and expertise – with skills on design software and editing tools

## Key responsibilities

The Communications Specialist – Partnership and Projects reports to the Manager, Advocacy and Communications and is a member of the Advocacy and Communications team. The role requires working with policy advocacy, programmes and fundraising team.

1. Support the development and implementation of projects and programmes communication strategies and public awareness activities under the guidance of line manager.
2. Coordinate the project communications budget including budget development, forecasting, and reporting to key project focal with support from team members.
3. Monitor and evaluate the success of communications activities and regularly report to the Line Manager/SMT on KPIs and key projects.
4. Ensure that all external communications including publications, marketing materials, merchandise and online content are consistent with WaterAid’s brand guidelines.
5. Develop and coordinate communications content for different Rural, Urban, Climate Resilience and influencing projects, and support the production of various BCC materials, annual report, blogs, social media, and web content.
6. Champion WaterAid’s storytelling approach, driving improvements in the processes required to capture engaging stories for projects and WaterAid external use.
7. Support project to collect stories, case studies, photos, and videos, and coordinate or commission content as needed.
8. Develop and implement campaign strategies to increase WASH visibility in a variety of outlets, particularly during key moments such as World Water Day (22 March), World Toilet Day (19 November) and Global Handwashing Day (15 October)
9. Manage relationships and write briefs for external communications suppliers such as designers, copywriters, filmmakers, communications agencies etc.

10. Manage organic content for WaterAid's social media channels (Facebook, Instagram, LinkedIn, Twitter, YouTube), and moderate online communities. And manage website content and upload content and articles to the WaterAid website.

Undertake any specific work as assigned by the line manager and/or WA authority as per need of the organisation.

These responsibilities will be reviewed with the line manager from time to time.

### **Job Requirements/ Personal Profile:**

**Education:** Master's or equivalent degree in communication, social science, or relevant subject from any recognised university.

### **Experience, Skills, and competencies**

- Preferably minimum 7 years' experience; with three years' work experience in the field of campaigns, engagement, outreach, and communication activities preferable for a development organisation.
- Experience and ability to successfully implement communications activities within budget and quality in alignment with organisational strategic goals for various projects in blisteringly urgent timeframes.
- Exceptional copy writing, editing, written and verbal communications skills in English and Bengali
- Experience in using different forms of media (such as email, websites, social media and physical publications) to deliver high quality information to different audiences synthesising from key research and evidence documents
- Highly organised with an ability to meet deadlines and manage many competing priorities and stakeholder requirements
- Aware of emerging communication trends and provide instant effective solution to communication needs for diverse audience
- Demonstrated ability to work collaboratively with others; appreciation of and commitment to WaterAid's vision, values, and objectives
- Must be passionate about campaign, audience engagement and fundraising.

### **Key Contacts/Relationship**

Work closely with colleagues of programmes, policy-advocacy, and other departments on a day to day basis.

### **Working Conditions:**

This is a country office-based position based in Dhaka with access to official vehicle (during field visit and official travel) computer, internet, relevant software, and telecommunication including mobile phone network. The position entails working under pressurised timelines and in a collaborative process. Willingness to travel on a regular basis to remote areas of Bangladesh is required. 30-40% time should be dedicated to filed-visits.