



## J O B   D E S C R I P T I O N

### COMMUNICATIONS AND PR OFFICER (24HRS, MATERNITY COVER), AMSTERDAM

#### **I      Terms of Reference:**

##### Place within the Organisation:

- Directly report to the Executive Director

##### Job Location:

- Amsterdam, The Netherlands

#### **II      Overall Job Objective:**

To independently carry out a defined strategy, set of tasks and activities, related to *AFEW International's* (including *AFEW Partnership's*) external and internal communication, marketing and PR.

#### **III     Responsibilities and Tasks:**

##### *Related to External Communication:*

- To develop articles, press releases, fact sheets and info materials (in close consultation with project managers of *AFEW Partnership members*).
- To produce articles (news, stories, reportages etc.) for *AFEW International's* website and websites of *AFEW's* Partnership members.
- To edit texts in English and Russian for the website and monthly newsletter; to come up with new ideas for the content.
- To organise and supervise work of translators and designers.
- To produce monthly newsletter.
- To manage *AFEW International's* website (e.g. update news and projects pages, add widgets) and social media (Facebook, Twitter, LinkedIn, YouTube, Telegram).
- To ensure *AFEW International* and *AFEW Partnership's* visibility in the Netherlands and Eastern Europe and Central Asia.
- To foster and maintain communication, exchange of information with *AFEW's* Partnership to ensure *AFEW's* visibility.
- To organise and supervise communication around external events like World AIDS Day, World TB Day activities, International AIDS Conferences, etc.
- To develop general *AFEW* communication materials:
  - Annual report in cooperation with Director of Finance, Executive Director and *AFEW* Partners.
  - Posters, cards, business-cards, flyers, brochures etc.
  - Hand-outs for conferences.
  - External and internal newsletters.
  - PowerPoint presentations.

##### *Related to Public Relations:*

- Liaising with the Dutch and International media and pitching stories for publication and broadcasting;
- Preparing articles and press-releases for corporate newsletters;

- Preparing media kits and organizing press conferences in the Netherlands;
- Release information to counter negative publicity and handle crisis and emergency communications;
- To supervise and manage activities related to contacts database maintenance;
- To develop and maintain an effective periodic mailing list system for external stakeholders and AFEW Partners staff.
- Hire and manage freelance copywriters, translators, graphic designers and others.

*Related to Internal Communication:*

- To foster and maintain communication between *AFEW International* and *AFEW Partnership* members in the regions.
- To improve news / info flow in / between the *AFEW International* employees and the *AFEW Partnership* members.
- To edit and produce texts in English and in Russian.
- To coordinate and review work of *AFEW Partnership* communications officers related to their external communications and PR.
- To send out birthday and other occasion messages.

**IV      Contacts/Key Relationships:**

- National and international NGOs.
- Existing and potential donors.
- Partner organisations and *AFEW Partnership* members.
- Individuals interested in *AFEW*.

**V        Requirements:**

Experience and Qualifications:

- Proficient written and spoken English and Russian.
- Knowledge of and ability to work in WordPress, knowledge of basic HTML is an advantage.
- University or Higher Vocational Training.
- Minimum of three (3) years of experience in journalism and PR/marketing/communication.
- Work experience in similar positions, preferably related to media, advertising or public relations; knowledge of HIV/AIDS issues is an advantage.
- Network and connections with the Dutch media.
- Very good knowledge of MS Word, Excel, PowerPoint, Internet; knowledge of Photoshop and any design software is an advantage.

Personal Skills / Additional Information:

- Strong communication, networking, presentation and organisational skills.
- Accurate, reliable and flexible.
- The ability to work independently, act pro-actively and decisively.