

# **MARKETING & COMMUNICATION COORDINATOR, the JENESYS Soil Fertility Project**

Reporting to: Project Manager

## **Role Function**

The incumbent will be tasked with communicating the project's activities effectively to all stakeholders and creating public interest. The incumbent will design and implement marketing and communication campaign to cover the life of the project. The plan will include public relations activities and an advertising schedule.

## **Duties and Responsibilities**

- Create a detailed work plan for executing the marketing and communication campaigns
- Provide a breakdown of the project budget to support the campaigns' activities
- Social Media Posts – write, schedule and upload content on JOAM's website and social media accounts
- Write press releases, maintain a digital archive of news about the project
- Responsible for coordinating press conferences and media tours to demonstration sites
- Responsible for Media Relations and serving as the point of contact for media houses
- Produce promotional material to build the project's brand identity autonomously and in collaboration with service providers
- Providing event (virtual and in-person) support
- Photography and videography (including editing and working with external vendors)
- Work alongside the Peace Corps virtual social media volunteer

## **Required Skills**

- Track record of designing and executing efficient marketing and communication campaigns
- Budget management skills
- Excellent communication and presentation skills
- Established relationships with media practitioners
- Social media and website content creation and management experience
- Must be detail-oriented, organized and able to set priorities under pressure
- Proficient with design software - Canva, Adobe Creative Suite including Photoshop, InDesign, Illustrator
- Experience with design for print and electronic media required

## **Other desired traits and competencies**

- Demonstrated capacity to work both in a self-directed manner and collaboratively with other staff and stakeholders
- Strong report writing skills
- Competence in the MS Office Suite

- Ability to build relationships with colleagues and project partners while interacting virtually - WhatsApp and email as primary means of communication
- Mature, calm, professional demeanour
- Exceptional written and spoken communication skills
- Excellent time management skills
- Proactive trouble-shooter and collaborative problem solver

**Work Environment**

The project team will work remotely. There is no office. Incumbent must own and operate a reliable computer with licence for MS Office Suite.

Project activities will involve domestic travel across the island with the trainers. Must own and operate a reliable vehicle. Must be willing and available to travel islandwide.

Interactions with some project partners, subcontractors and service providers will be handled virtually via Zoom meetings, WhatsApp, telephone calls and email. Must be willing to use personal telephone number for project activities.

**Time Commitment**

This is a Part-time post. The project will require approximately 60 hours per month. The team may be required to work additional hours at various points during the project life cycle and so flexibility is required.

**IDEAL Start Date**

As soon as possible