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BHUTAN CENTRE
for MEDIA AND DEMOCRACY

TERMS OF REFERENCE: COMMUNICATIONS OFFICER

Grade: O2/O3

Duty Station: Thimphu

Employment Term: Term Contract of 3 Years and extendable

BACKGROUND

Bhutan Centre for Media and Democracy (BCMD) is a Civil Society Organisation based in Thimphu, working towards a vision of creating, “A vibrant democracy where citizens are engaged and proactive.” BCMD works in three core areas: Empowering Accountable, Active & Responsible Citizens, Creating Knowledgeable Resources For Citizens and Media Lab – Enabling Citizen Voice.

JOB DESCRIPTION

The Communications Officer will plan, create, coordinate, and execute the communication strategies, with the objective to increase public awareness of BCMD’s programmes and objectives. His/ her job description includes creating content, such as publications, website content, press releases, annual/ monthly reports and newsletters, and other promotional materials of relevance to the organisation. The Communications Officer will also lead /assist in organising and coordinating conferences, meetings, seminars and events of BCMD. He/she will also manage the job-portal system and assist the office during recruitment drives (planning, shortlisting, finalisation, preparation of TOR, announcement strategies, etc.,).

The Communications Officer reports to the Executive Director, and shall support the management of BCMD’s online portals, network systems and technical requirements. He/she will also support the ED in developing communication resources and reports for fundraising. Under the supervision and directives of the Executive Director and in collaboration with Programme Officers and the Chief Editor of the Druk Journal, The Communication Officer supports/implements/coordinates BCMD’s programme development for which he/she will compile analytics and metrics, and accordingly keep a narrative of media coverage.

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PRIMARY DUTIES AND RESPONSIBILITIES:

1. STRATEGISE COMMUNICATIONS, CONTENT DEVELOPMENT, DESIGN AND MARKETING:

- Analyse and produce regular programme and relevant promotional content to further the organisation's missions and goals.
- Analyse visibility and communications programmes and advise/ recommend adjusting strategy and tactics to increase effectiveness and broader coverage.
- Lead content development, designing, production, and distribution of promotional materials and periodic publications of the organisation, such as BCMD's annual report, annual updates, e-newsletters, proposals, reports, etc.
- Develop, produce, and run project appeals and campaigns for online fundraising programmes and activities.
- Maintain an annual communications calendar to ensure timely execution of the planned communication schedules.

2. ADMINISTRATION AND MAINTENANCE OF WEBSITES AND ONLINE CHANNELS:

- Serve as the organisation's webmaster to administer and manage the organisation's website contents, security, functions and features.
- Serve as the admin of all social media accounts of the organisation (Instagram, Twitter, Facebook, YouTube,) and other online platforms and ensure periodic content updates and account securities.
- Develop and publish regular content on the website and social media channels to further the organisation's reach and visibility.
- Ensure timely updates of contents of the organisation's website.

3. PUBLIC RELATIONS:

- Serve as the focal person in disseminating rightful information to partners, stakeholders, and relevant agencies in the best way.
- Maintain media relations with the other media houses to disseminate organisation publicity materials effectively.
- Draft, edit and distribute the organisation's press releases and other communication materials.



4. EVENTS AND PROGRAMME COVERAGE:

- Conduct research, find resources and make site visits to help staff make decisions about event possibilities.
- Coordinate on-site coverage arrangements for all events and meetings with audiovisual equipment and necessary technical support.
- Manage proper documentation and coverage of the organisation's programme activities in photography and videography.

5. MULTIMEDIA PRODUCTION AND TECHNICAL SUPPORT:

- Manage BCMD's publications and communications stock inventory and archival system (images, video materials, etc.) on the central storage/server with appropriate categorisation.
- Lead and retrieve multimedia resources to staff as and when required for various programmes as well as reporting.
- Assist staff in finalising reports for public distribution with proper branding/logo of the organisation as well as that of associated partners.
- Produce periodic audiovisual materials related to various programmes and during online fundraising events.
- Serve as the focal person to provide technical and ICT support for the organisation's staff.
- Compile/Prepare the quarterly programme/project reports for presentation to the Board.

6. FUNDRAISING

- Assist the Executive Director in overall fundraising activities of BCMD by developing first draft proposals, content for campaigns and e-newsletters, and drafting success stories from the project beneficiaries.
- Assist in developing, implementing and evaluating the annual fundraising strategy of the organisation.
- Meet potential donors and partners and promote the organisation's programmes.
- Manage BCMD's online fundraising platforms (Monthly reporting of the three programme areas to BCMD's regular donors)
- Work closely with BCMD's staff to plan travel and logistics for donors visiting Bhutan.
- Develop short videos that promote BCMD's work and which can be used as fundraising materials.



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7. ADMIN/FINANCE

- Work with the Finance/Admin staff to develop, monitor, evaluate and report on the organisation's annual budget.
- Support the creation and distribution of year-end financial/ narrative reports
- Provide support as requested for all other Admin/Finance activities.

8. MINIMUM QUALIFICATION REQUIREMENTS:

- A minimum of a Bachelor's degree in media studies/mass communications, social science, information technology or in a relevant field.
- Prior experience in the communications management field will be an added advantage

9. SKILLS REQUIREMENTS:

- Exceptional writing and communication skills
- Ability to use WordPress, Mailchimp and Domain Control Panel.
- Ability to use multimedia equipment (cameras, audiovisual equipment, etc.,) and carry out video editing, graphics, formatting, etc.
- Excellent organisational skills to coordinate meetings, events and publications.
- Ability to work independently and at the same time managing effective interpersonal working relationships with media contacts, BCMD's partners (donors and others), co-workers, etc.
- Ability to explore and use online resources to learn new IT/media skills that will aid in enhancing organisation's communications strategy and visibility.
- Willingness to travel for official duties as and when required.