



## **ABAAD-Resource Center for Gender Equality**

### **Immediate recruitment – Policy Media & Communication Coordinator**

**Duration: Six Months (renewable)**

**ABAAD** is a non-profit, non-politically affiliated, non-religious civil association that aims to achieve gender equality as an essential condition to sustainable social and economic development in the MENA region. **ABAAD** seeks to promote women's equality and participation through policy development, legal reform, and gender mainstreaming, engaging men, eliminating discrimination, and advancing and empowering women to participate effectively and fully in their communities. **ABAAD** also seeks to support and collaborate with civil society organizations that are involved in gender equality programs and advocacy campaigns.

#### **JOB PURPOSE**

Develop and implement ABAAD Media Strategy and Plan (including internal and external communication). In addition, ensure effective flow of information from ABAAD to the public through media and other stakeholders.

**Post holder reports to:** ABAAD Director

#### **KEY RESPONSIBILITIES**

- Conduct communications needs assessment for ABAAD;
- Develop & implement ABAAD Communications Strategy;
- Prepare press releases, communiqués and generate information related to different projects and campaigns;
- Coordinate and manage ABAAD publication activities such as content management, norms for publishing, design, etc...
- Contact with printers and other suppliers to ensure bids collection and;
- Promotion and dissemination of advocacy materials for launching initiatives and publications;
- Lead on the continuous update, the supervision, and the maintenance of ABAAD Website;
- Maintenance of increased coverage and understanding of ABAAD work through regular media contacts and provision of newsworthy information to national public and where possible other stakeholders;
- Maintain and build relationship with local media through trainings and capacity building for the media focal points.

- In addition to print media, use multi-media and social media solutions in communication strategies;
- Ensure public opinion on ABAAD activities, programmes and other initiatives is received, tabled and shared with all ABAAD staff and board members.
- Organization of roundtable discussions, press conferences, briefing sessions, interviews, launches etc.
- Promote ABAAD visibility through its programmes and initiatives to the public through regular, synthesized communication publications via social and local media.

## **SKILLS & COMPETENCES**

- University Degree (Masters preferable) in a relevant field
- Minimum five-years practical work experience in a communications, public relations or media
- Demonstrated Gender Sensitivity. Experience in GBV programming is a plus.
- Experience formulating and implementing communications strategies and plans
- Practical experience with electronic communication systems (online websites and databases)
- Experience of working in/with non-government organizations
- Experience organizing events such as press conferences, workshops and meetings
- Strong inter-personal and team building skills including the ability to liaise and communicate with colleagues
- Demonstrated capacity to take initiative and pay attention to details
- Ability to plan workloads and demonstrate accountability for outputs;
- Fluent written and spoken Arabic and English are essential- French is a plus
- Good organizational and prioritization skills and the ability meet deadlines under pressure

***ABAAD is an equal employment opportunity organization.***

**Applicants should send their CV and a cover letter that includes expression of interest by email to [abaad@abaadmena.org](mailto:abaad@abaadmena.org) no later than January 28, 2013 and include the job name above in the email subject and cover letter. Applications received after the end of closing date will not be considered.**