



ABAAD – Resource Center for Gender Equality

**Job Vacancy | 1 Media & Public Relations Coordinator
To be based in Beirut, Lebanon**

(24 month assignment | Immediate Recruitment)

JOB PROFILE

JOB TITLE: Media & Public Relations Coordinator

LOCATION: Furn El Chebbak, Lebanon

REPORTING LINES: Post holder reports to: ABAAD Director

About ABAAD

ABAAD is a non-profit, non-politically affiliated, and non-confessional association that aims to achieve gender equality and justice as an essential condition for sustainable social and economic development in the MENA region. ABAAD seeks to promote women's equality and participation through policy development, gender mainstreaming, engaging men, eliminating all forms of gender based violence and discrimination, and advancing and empowering women to participate effectively and fully in their communities. ABAAD also works with local and international civil society organizations to support actors that are involved in gender-related interventions and campaigns.

Function & Purpose

The *Media & Public Relations Officer* is directly responsible for promoting ABAAD's visibility (image/brand) successfully and resourcefully. S/he will ensure that ABAAD's mission, vision, values and activities are well known and appreciated by the public and main stakeholders.

S/he is responsible for planning, developing, implementing and measuring ABAAD's visibility, communications, and public relations strategies, campaigns and activities. S/he will develop and direct all visibility, PR, media, and communications efforts of the staff and accordingly coordinate with all of the departments and programs within ABAAD at both strategic and tactical levels to build up ABAAD's reputation and brand identity.

Principal Duties & Responsibilities

The Media & Public Relations Officer's main responsibilities and duties are:

- Manage ABAAD's media exposure with the aim of raising awareness about the organization's work and values while encouraging individuals, groups and communities to collaborate with ABAAD.
- In collaboration with the management and programs departments, develop, manage and implement strategic internal and external communication plans and activities that support ABAAD's mission and goals.
- Promote ABAAD's gender-related messaging and campaigns through the full range of available media channels.
- Identify opportunities to increase ABAAD's public relations and enhance its Visibility (image/brand).
- Help in the development and implementation of a robust brand identity for ABAAD.
- Develop relations and partnerships with local, regional and international organizations and agencies.
- Represent ABAAD at specific meetings and events.
- Assist in the development and implementation of ABAAD's funding strategies and activities.
- Build, manage and maintain excellent relations with all press and media entities and individuals in Lebanon.
- Answer all inquiries generated by the press, the public and media.
- Provide training/guidance to staff and partners in image building and the effective delivery of key messages to different kinds of audiences at events such as media interviews, speeches, reports and presentations.
- Measure the impact and value of all media campaigns and activities and provide adequate recommendations.
- Monitor and research the concerns and expectations of ABAAD's partners and stakeholders and accordingly the findings to the management.
- Prepare press releases, communiqués and generate information (info graphs; fact sheets; press clippings) related to different projects and media campaigns and events.
- Promote and disseminate quality information on ABAAD's produced resources and services on a regular basis and as needed.
- Coordinate and manage ABAAD's publication activities such as content management, norms for publishing, design, etc.
- Conduct regular communications, visibility and marketing needs assessments and research for ABAAD.
- Lead the development, supervision, and maintenance of ABAAD's website, periodical newsletters and other social media mediums.
- Coordinate with all ABAAD's project team members to ensure that all activities are properly documented and subsequently publish them on various social networking and media sites.

Education Requirements

- University Degree (preferably Master's degree) in Marketing, Journalism, Media, Public Relations, or a relevant field.
- Relevant courses in marketing, social marketing, branding, fundraising, public relations, grant- writing, project management, etc.

Skills Requirements

- A minimum of five years practical experience in media, communications and public relations.
- An established record of accomplishment in media, public relations and/or marketing planning and management.
- Knowledge and understanding of NGOs and nonprofits and the gender and rights based approach.
- An ability to be proactive in developing plans, activities and relationships with stakeholders including journalists and decision makers.
- Experience with the use of IT, online and social media tools to advance organizational communications and visibility goals.
- Experience in organizing events such as press conferences, workshops and meetings.
- Experience in GBV programming is a plus.
- Fluency in written and spoken English, French and Arabic. Additional languages are an asset.
- Experience in working effectively with members of the media and in preparing and providing speeches and presentations to different audiences.

Preferred Qualities

- Strong personal commitment to the mission, vision and values of ABAAD mainly related to gender issues.
- Superior inter-personal communication skills including the ability to work with multi-cultural teams and groups.
- Ability to influence individuals and groups through the use of diplomacy, negotiation and strategy.
- Ability to achieve goals and meet deadlines.
- Self-motivated, intelligent, articulate, detail-oriented and able to manage and complete multiple tasks and assignments.
- Strong team and collaborative work skills.
- Excellent strategic thinking enhanced with ability to achieve results.

Application Procedures and CV Registration:

Please send your CV along with a cover letter and two samples of plans or projects that you have developed and worked on recently to the following email address abaad@abaadmena.org no later than **February 28rd, 2015**. Only shortlisted candidates will be contacted. Incomplete submissions will not be considered.

ABAAD is an equal employment opportunity organization.