

## Terms of Reference

### Communication Officer

#### Introduction

The Center for Research and Policy Making (CRPM) is inviting qualified candidates who are innovative, good communicators and who are looking for a thriving environment of competent individuals to work with, to apply for CRPM Communication Officer and realize their communication ideas.

CRPM Communication Officer will report to the executive director of CRPM and CRPM's program management team, simultaneously collaborating with the project coordinators, project officers and the community of sub-grantees in order to assure high quality delivery and results. CRPM has a portfolio in 8 countries, communicates in four languages and is a growing community of professionals that work on policy impact.

#### Type of work contract

All CRPM employees work on employment contracts with full benefits package.

We start the contractual relations with a short-term contract of three months that is prolonged based on satisfaction and performance evaluation and mutual satisfaction of the two parties to collaborate to an open-ended contract. The starting salary level is 54000 MKD.

#### Job Profile

The Communication Officer will be responsible for implementing CRPM's Communication Strategy alongside developing tailor made strategies for individual ongoing and new projects. The Communication Officer will develop and maintain relations with all media outlets and will manage CRPM communication channels on FB, LinkedIn, twitter, Instagram and Youtube. The Communication Officer will produce and manage external production of communication materials and manage scheduling and publication.

#### Main duty and responsibilities

1. *Program communication*

The communication officer is expected to develop appropriate communication and advocacy plans, design promo/awareness raising activities, collect information, and work with program team on content development, analyze and detect suitable target groups and propose specific communication approach to them, develop and implement pre and post event communication plans, monitor communication metrics and prepare communication parts for project/program reporting and other related tasks.

## *2. Digital communication and social media maintenance*

The Communication Officer will be responsible for managing the organization's and implemented projects' websites and social media presence (including Facebook, Twitter, Instagram, YouTube, and LinkedIn). The Communication Officer will produce and manage production of materials such as podcasts, videos, infographics, promo cards, posts, promo texts.

## *3. Media presentation and relations*

The Communication Officer is expected to keep a data base, maintain regular communication with the media workers, journalists and freelance investigators and regularly hold briefings on CRPM work, results and impact. In line with this, the communication officer will be responsible for developing and disseminating press releases, newsletters, articles and op-eds.

## *4. Campaigns and events management*

The Communication Officer is expected to lead the brainstorming in developing fitting event scenarios and setups, as well as assist in organizing communication of workshops, seminars, and meetings. Additionally, the communication officer would develop, lead and implement suitable public and awareness campaigns in order to disseminate achieved projects' results and contribute to tangible shift in the public awareness on respective topics.

## *5. Brand/logo communications*

The Communication Officer will be in charge to assure appropriate visualization and presentation of all projects' outputs in line with the CRPM's and donors' communication and visibility guidelines. To this end, s/he will need to lead the communication and correspondence with all related outsourced service providers such as designers, printing offices and others.

## *6. Monitoring and evaluation*

Monitor the external service providers for design, PR, social media and media placement; and evaluate impact of communication materials and advocacy events/campaigns to target audiences.

### **Minimum Qualification and related requirements**

- Bachelor's degree in journalism, media and/or communications; Master's degree will be considered as an advantage;
- Two (2) years' experience in communications, journalism, public relations;
- Two (2) years of experience in digital communication and social media management (content development (Twitter, Instagram, Facebook, LinkedIn, YouTube);
- Proficiency in graphic design tools like Canva, or similar (Photoshop, Illustrator etc.)
- Experience in website management using WordPress and Elementor;
- Proficiency in MS office (Outlook, Word, PowerPoint, Excel);
- Proficiency in English;

- Multitasking and ability to work under time pressure with multiple teams in different countries;
- Curious, communicative and creative person, who wants to be challenged, who wants to grow and is comfortable to suggest new ideas;
- Person with highest level of integrity.

## VALUES

CRPM works on sensitive issues with vulnerable target groups. Therefore, the position requires high level of understanding, gender-sensitivity and use of the principle of non-discrimination.

Multiculturalism and multicultural policies are pillars of CRPM values as an organization, and are highly respected and nurtured. Any individual applying for this position should share them.

## Application process

Please send your CV and motivation letter to [crpm@crpm.org.mk](mailto:crpm@crpm.org.mk) with the title "*Application for CRPM Communication Officer*", no later than **Wednesday, January 10, 2024**.

The application process in CRPM is competitive and goes through 3 phases: eligibility check, assignment/test, interview.

The organization operates in English, Macedonian and Serbian. We encourage Albanian language speakers to join our team.

*CRPM is an equal opportunity employer and currently applies affirmative action for male candidates.*