

Terms of Reference for Communication and Outreach Assistant

BACKGROUND

About the programme

Thomson Foundation supports journalists and media organisations worldwide, often in challenging and emerging economies. Our work promotes ethical reporting and ensures independent, trusted sustainable media business developments.

Thomson is looking to hire a Communication and Outreach Assistant to support the implementation of its programmes within the “Western Balkans Media for Change - MfC” project implemented by a consortium consisting of the British Council (lead), Thomson Foundation (TF), Balkan Investigative Reporting Network (BIRN), and Intrac.

Thomson currently implements several media support programmes in the Western Balkans and Central and Eastern Europe, which covers 13 countries and more than 50 media outlets, and 250 individuals/media professionals. The focus of Thomson’s work is to provide guidance to media outlets for sustainable development and operation through business mentorship, testing and implementing new and innovative business modalities, and attracting and engaging new and underrepresented media audience(s) including young, female, minority groups and diaspora.

Duration: 1-year contract with possibility of extension

Reports to: Communication and Outreach Coordinator

Responsibilities

- Implement communication plans to enhance the project’s visibility and reach.
- Manage project social media channels, create engaging content, and monitor online presence.
- Support the communications team in implementing outreach and audience engagement activities.
- Assist in organising events, webinars, and outreach activities to promote project objectives.
- Edit and proofread content for the project website.
- Write blog posts if necessary.
- Support the development of communication materials such as presentations and reports.
- Communicate and coordinate with the design and website development teams.



Qualifications/Requirements:

- Bachelor's degree in Communications, Public Relations, Marketing, or related field. MA level is an asset.
- Strong proficiency in written and verbal English, and being a native speaker of one of the WB languages (Albanian and Macedonian speakers will have an advantage)
- Proficient with social media platforms and digital marketing strategies.
- Familiarity with graphic design tools and content creation software.
- Ability to work collaboratively in a team and manage multiple tasks independently.
- Knowledge of current trends in media, communication and outreach.
- At least 1 year of experience in journalism or relevant fields is an asset.

APPLICATION

Interested candidates should submit their **CV and an up to 1-page cover letter**. Shortlisted candidates might be given a test.

Applications should be submitted to sanjal@thomsonfoundation.org with the subject "Communication and Outreach Assistant Application".

Deadline: 17 March 2024

REMUNERATION

The salary for this position will be commensurate with qualifications and experience.

LOCATION

Remote work covering all the countries of the WB.

Note: Issuing this ToR does not commit Thomson nor other members of the consortium, to select any expert and/or applicant. Thomson also reserves the right to extend/change the duration of the assignment, its scope of work, deliverables or expected outcomes.