

## Terms of Reference

### Media and Communication Officer

#### Background and Objective

The National Commission for Lebanese Women (NCLW) is an official body, which was established in 1998 by law 720, and is directly affiliated to the Presidency of the Council of Ministers (PCM). As a National Women Machinery, NCLW works on enhancing the status of women and ensuring equal opportunities between men and women as well as gender mainstreaming in public administrations. NCLW acts as the consultative body of the government and of national councils and institutions on all issues related to the status of women including gender-based issues.

Based on the above and under the overall guidance of the NCLW Executive Director, NCLW is looking to hire a full time Media and Communication Officer to reflect and promote NCLW work and activities

She/He will be in charge of the media and communication, press releases and social media platforms of NCLW.

#### Responsibilities and Tasks

- Drafting and preparing press releases covering NCLW activities in close collaboration with NCLW team and with the final approval of NCLW line management.
- Creating and implementing social media content after NCLW's approval.
- Producing trimestral updates and at least up to 4 newsletters to keep all stakeholders informed on NCLW activities and work.
- Managing the day-to-day digital communications activities of the projects.
- Updating the website and social media channels weekly.
- Monitoring insights, statistics and engagement indicators over NCLW website and social media pages to document, analyze, and improve our reach and visibility.
- Coordinating the production of a diverse range of information products (including audio/visual communications), in close coordination with NCLW team management.
- Ensuring that information material include charts, summaries of policy briefs and important data that can be shared with the media and public at large, as well as with other researchers in the field.

- Monitoring Media Coverage.
- Creating a library of visuals, videos, and other materials for communication
- Developing and maintaining contact information with journalists and media outlets.

## **Knowledge, Competencies and Skills**

- Bachelor degree in Journalism, Marketing, Communications, Advertising or related field.
- Fluency in written and spoken English and Arabic.
- Minimum of 3 years of professional experience in the field of communications in a reputable organization, ideally within a media, public or nonprofit institution.
- Computer literacy, including knowledge of Microsoft Office applications, basic software applications and familiarity with the internet and email communications.
- Strong design skills
- Advanced short videos/info graphics creation and development skills
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally.
- Strong experience and proven experience in infographics and social media campaigns.
- Wide degree of creativity and latitude.
- Strong knowledge and understanding of current trends in digital media/social media and marketing.
- Strong organization skills.
- Working well under pressure.

## **Submission Guidelines**

Interested candidates in this position should send their CV along with a cover letter to [info@nclw.gov.lb](mailto:info@nclw.gov.lb) and include the job title mentioned above in the email subject by October 6, 2021. Applications received after the closing date will not be considered. Only shortlisted candidates will be contacted.

Kindly note that the salary will be paid in Lebanese Pound.