



VACANCY NOTICE

Head of Communications

Job title	Head of Communications
Duty station	Bangkok, Thailand
Reports to:	Deputy Executive Director/ Network Development and External Relations
Duration:	Two years (renewable)
Grading:	D

Organisational Background

ECPAT International (ECPAT) is a global network of organisations and individuals working together for the elimination of child sexual exploitation through prostitution, pornography and trafficking. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free and secure from all forms of commercial sexual exploitation.

The ECPAT network currently has 95 member organisations in 86 countries in Africa, the Americas, Europe, Asia and the Pacific. All of these members are independent organisations or coalitions working to end the sexual exploitation of children (SEC). The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat implements global level programmes, and undertakes advocacy and research to facilitate a range of network initiatives.

Job purpose

Under the overall guidance and supervision of the Deputy Executive Director/ Network Development and External Relations, the Head of Communications will be responsible for designing, managing, coordinating, implementing and monitoring an integrated internal and external communications, public relations, and branding strategy for ECPAT International. The objective is to promote awareness, understanding and support for ECPAT's mission and priority areas of work aimed at ending the sexual exploitation of children.

Tasks and Responsibilities

External Communications

- Develop and oversee the implementation of an integrated communication plan to support the achievement of the organization's key change goals and strategic objectives by enlisting the support of the mass media, opinion makers, political leaders, global organisations, regional mechanisms, human rights mechanisms, donors and the private sector.
- Develop and refine core messaging to ensure organisational consistency in all aspects of communication.
- Oversee the management and ensure the quality of the ECPAT.ORG website.

- Social media management: Oversee the design, implementation, coordination, monitoring and evaluation of a social media strategy and plan that includes the production of relevant, original and high-quality content and the growth of an online support base.
- Develop and implement a stewardship strategy for individual public donors, with regular acknowledgements, messaging, and newsletters.

Internal Network Communications

- Provide technical expertise in relation to network communications and communications systems, including newsletters, E-Bulletins, action circulars, releases, email announcements, ED messages, etc.
- Ensure ECPAT members are mobilised to take action in support of global advocacy, awareness raising and communications opportunities.
- Ensure ECPAT members' advocacy, awareness raising and communications activities are shared within the network.

Resource Mobilization

- Develop funding proposals related to the Communications, Public Awareness and Branding activities and contribute to the development of communications related components of funding proposals.
- Prepare high quality, results based and timely donor and organisational reports or sections of reports.
- Ensure the development of materials, messaging and image required to achieve resource mobilization objectives.

Brand Management

- Ensure partners, donors and potential donors and the general public view the organization favorably.
- Assess brand recognition of ECPAT International and its global network, identify key challenges and opportunities and make recommendations to continually improve the ECPAT brand.
- Regularly review, update, ensure knowledge of, and monitor compliance with global Branding Guidelines.

Lead the Press and Media work

- Develop and maintain strong relationships with media representatives and maximize media opportunities.
- Ensure the creation and strategic dissemination of high quality press releases and media packs.
- Increase the number of mentions of ECPAT and SEC-related pieces on radio, TV, or the Internet.

Communication Materials

- Ensure clear process guidelines for the production of ECPAT Internationals publications from planning through dissemination and monitoring of use.

- Technically support the development of and quality assure for all of ECPAT International's publications.
- Provide leadership, coordination and technical support to ensure that the organisation has available high quality master slides, template presentations for ECPAT Internationals main areas of work.
- Provide technical leadership and supervision in the development of audio and video material.

External relations / campaigns

- When campaigning is the most strategic approach to achieve ECPAT's advocacy goals, develop campaign strategies and oversee their implementation and progress.
- Under the guidance of ECPAT's Senior Management team, identify and form alliances with existing coalitions and campaigns.

Management

- Develop and manage the ECPAT International Communications team.
- Manage and optimally use the financial resources of the Communications Section (this includes budget planning, management, monitoring and reporting).

Profile

Qualifications

- 10 years of progressively responsible professional experience in communications, public relations, print and broadcast media, or interactive digital media.
- Experience in developing, implementing/managing and monitoring global campaigns and communications strategies.
- Excellent writing/editing and presentation skills in English and ideally in one other of ECPAT Internationals working languages (French/Spanish/Russian).
- Demonstrated leadership, teambuilding and supervisory skills.
- Experience in working in complex, global membership organisations highly advantageous.
- Previous experience of working with child rights organizations and/or good knowledge of child rights and protection issues considered an advantage.
- Experience in programme and budget management.
- Track record of consistently achieving high level results and delivering on-time and on-budget.

Competencies

- Demonstrated commitment to ECPAT's vision, values and principles.
- The ability to analyze complex and/or multi-sourced information and summarize it for a range of different audiences.
- Ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Excellent interpersonal, communication and presentation skills.

- Commitment to work collaboratively with all constituent groups, including ECPAT member organizations, staff, board members, volunteers, donors, partners and other supporters.

This position requires international travel missions

Salary and benefits

ECPAT offers a competitive remuneration package and staff benefits.

Application process

Candidates interested in this position can download ECPAT's Personal History Form at <http://www.ecpat.org/about-ecpat/employment/>

Please submit a completed Personal History Form and your cover letter to vacancy@ecpat.org
Mention your name and the title of the position in the email subject line.

Deadline: 31 May 2017