



## ECPAT INTERNATIONAL VACANCY NOTICE

<b>Position</b>	<b>Head of Communications</b>
<b>Duty station</b>	<b>Bangkok, Thailand</b>
<b>Reports to:</b>	<b>Executive Director</b>
<b>Duration:</b>	<b>Two years (renewable)</b>
<b>Starting date:</b>	<b>July 2019</b>

### **Background**

ECPAT International is a global network of civil society organizations working together to ensure that children everywhere enjoy their fundamental rights, free and secure from all forms of sexual exploitation.

The ECPAT network currently has 109 member organizations in 96 countries. All members are independent organizations or national coalitions – and work against the sexual exploitation of children. The global secretariat of ECPAT International is based in Bangkok, Thailand. The Secretariat designs programmes, advocacy, communications and research strategies for implementation at regional and global level action on combating Sexual Exploitation of Children (SEC).

ECPAT's capacity to accelerate progress against the sexual exploitation of children requires a strong and more effective network, served by a responsive and unifying secretariat. The movement requires enhanced global and regional collaboration, greater shared understanding, clarity of direction and a focus on common goals. Successful network development links national, regional and international efforts, with clear accountability among the different parts of the organization – in order to bring positive results for children. Clear and effective communication, both internal and external, is a key prerequisite to achieve the above.

### **Overall Purpose of the Position**

Under the overall guidance and supervision of the Executive Director, the Head of Communications is responsible for designing, managing, coordinating, implementing and monitoring a communications strategy for ECPAT International that raises awareness about the sexual exploitation of children and action that can be taken to prevent and end it; informs interested parties about ECPAT's approach; and conveys successes and results. The ECPAT's Communications Unit currently has three positions.

### **Tasks and Responsibilities**

#### **Management, Risk Management and Branding**

- Manage and build the capacity of the ECPAT International communications team
- Manage and optimally use the financial resources of the communications section and the project cycle (e.g. planning, monitoring, (annual) reporting)

- Assess brand recognition of ECPAT International and its global network and advise management, as well as regularly review, ensure knowledge of, and monitor the compliance with Global Branding guidelines.
- Advise management on all matters of strategic or risk importance, and develop strategies and take the lead in managing the communication aspect of 'reputational risks' or crises.

### **External Communications**

- Develop and oversee the implementation of an integrated communication plan to support the achievement of the organization's strategic objectives through messaging that targets social media fans and followers, other social media target audiences, journalists and media, opinion makers, political leaders, donors and the private sector
- Develop and refine core messaging to ensure organizational consistency in all aspects of communication; and ensure the quality of ECPAT International's publications
- Ensure all written material conforms to existing guides and policies, including, but not limited to design guidance, the terminology guidelines, branding guidance, editorial guidance and ECPAT's policy on photos and images; and ensure that digital publications are designed and laid out to a high quality
- Oversee the management and ensure the quality of all ECPAT websites and social media pages; and manage the network's intranet, and revise and refine the web architecture on a regular basis
- Support the launching and dissemination of key ECPAT documents, such as reports and research by identifying relevant target audiences, helping to contextualize the information for these audiences in line with advocacy goals, presenting this information in a relevant way and writing engaging and newsworthy products are likely to be shared and discussed

### **Media liaison**

- Develop and maintain strong relationships with journalists and engage them on a regular basis; and liaise with media
- Ensure the creation and strategic dissemination of high quality media releases and other relevant information
- Ensure that ECPAT messaging and branding are featured prominently in local, regional and international mainstream media

### **Support to the Executive Director and senior management team**

- Develop speeches and presentations to support advocacy and campaigning opportunities
- Advise on the best approach, provide FAQs and briefings as required when senior management must liaise with media or other actors
- Advise senior management on relevant developing stories in the media as required, and identify and form alliances with existing coalitions and campaigns

### **Internal and network communications**

- Provide technical expertise and advice on message quality for communications between the secretariat and the network
- Support members when requested in their efforts to develop campaigns, raise awareness, advocate for change, and other communications opportunities, and develop systems for sharing success stories within the network
- Help members extend the reach and engagement of their own messages through the ECPAT International social media channels

- Help train and motivate network and secretariat staff in communication

### **Resource mobilization**

- Assist in the development of funding proposals and project documents when these have a communication component
- Support the preparation of high quality, results based and timely donor and organizational reports
- Ensure implementation of stewardship communication process for individual donors ('thank you' s, newsletters, etc.)

### **Other**

- Any other activities requested by the ED or senior management

## **Qualifications**

### **Essential**

- Master's degree or equivalent qualification in communication, journalism, public relations, media, social marketing, social media, development communication, or other related fields
- A minimum of 8 years of progressively responsible and relevant professional experience working in the fields of development communication, campaigning, journalism, advertising or public relations
- Demonstrated leadership, teambuilding and supervisory skills
- Demonstrated experience in managing digital communication and social media and producing engaging and effective social media content
- Experience in developing and managing global campaigns and communications strategies;
- Excellent writing and editing skills in news-style English
- Experience in programme and budget management
- Track record of consistently achieving high level results and delivering on-time and on-budget

### **Qualifications that will be considered an asset**

- Demonstrated experience of working in one or more of the following fields: Human rights; Child rights; Child protection; or Development
- Demonstrated experience of working in one or more of the following organization types: International, multilateral or global organization, or (I)NGO
- Knowledge of French, Spanish or Russian, or the language of a member country or countries; and
- Experience with design/layout and/or video editing software

### **Competency profile**

- Commitment to the mission, vision, values and principles of ECPAT
- Excellent communication and presentation skills
- Excellent interpersonal skills, diplomacy, and tact
- Understanding of reputational risk management
- The ability to analyze complex information and simplify it for a range of different audiences
- Self-starter, able to work independently and creatively
- Ability to find creative solutions to complex problems
- Desire to experiment and be innovative
- Ability to deliver high quality work under pressure and to meet deadlines

**Application process**

On how to apply please visit ECPAT website: <http://www.ecpat.org/about-ecpat/employment/>

**Deadline: 30 April 2019**

ECPAT International is committed to keeping children safe. The selection process reflects our commitment to the safeguarding of children.