

Position:	Communications and Outreach Manager
Division:	Communications
Report to:	Communications Director
Band:	C
Background	
The Millennium Challenge Account (MCA) in Timor-Leste, collaborating with the Government of Timor-Leste and the Millennium Challenge Corporation (MCC) of the Government of the United States of America, is responsible as the Government of Timor-Leste's accountable entity for implementing the \$420 million Timor-Leste Compact, which, together with an additional contribution of \$64 million from the Government of Timor-Leste, represents a total \$484 million investment in Timor-Leste. The Compact aims to address human capital development as a binding constraint to economic growth in Timor-Leste through two projects: the Water, Sanitation, and Drainage (WSD) Project and the Teaching and Leading the Next generation of Timorese (TALENT) Project.	
Position Objective	
Under the supervision of the Communications Director, the Communications and Outreach Manager is responsible for supporting the development and implementation of MCA-TL digital communications strategy. The incumbent is responsible for enhancing and strengthening MCA-TL's capacity to conceptualize, develop and disseminate online communication strategies. The specialist will also contribute to MCA-TL's strategic positioning and visibility, while promoting Compact activities through content production, management of website, social networks and engagement with local media outlets. The incumbent will also be responsible for serving as media liaison and assisting the Communication Director in planning and administering media outreach and MCA-TL's events and activities to Timorese audiences.	
Duties and Responsibilities	
Strategy and Policy Development	
• Collaborate with MCA-TL's Communication Director develop work plans to implement the digital communication strategy in accordance with the Compact timeline and strategy; apply MCC and MCA-TL's branding guidelines • Support the development and implementation of a stakeholder outreach strategy in concert with other MCA-TL's teams, which communicates the success and status of compact and publishes opportunities • Contribute to maintain good relations with the government of Timor-Leste, stakeholders, media outlets and influencers • Coordinate with senior management in the preparation of major public events, especially the preparation of speech writing and communications materials and tools.	
Content Creation	

- Maintain a content calendar, ensuring consistent and strategic posting schedule across all social media channels
- Collect photos and footage from the project under the collaboration with MCA-TL's teams
- Monitor and update MCA-TL's online content for compliance, quality and timeliness [website].
- Assist MCA-TL's communication director produce content materials for MCA-TL's visibility.

Social Media

- Contribute to the visibility of the program using modern digital tools, including the development, management, and implementation of a communication strategy for social networks as well as the reporting and analysis of communication on these platforms
- Draft and schedule social media posts to support MCA-TL's external messaging. Proactively working with MCA-TL's project departments to seek opportunities to develop and promote engaging content.
- Collaborate with the Communications Director to coordinate across teams to ensure social media toolkits, messaging, and resource guides are finalized for distribution, including external audiences
- Support the development of social media policy and guidelines

Requirements (Education, Experience, Technical Competencies)

- Bachelor's degree in communications, marketing, public relations, digital media, or a related field
- Experience and technical skills:
- Minimum of five years of experience in digital marketing, social media management, video production or outreach roles.
- Competent knowledge of digital photography and ability to utilize electronic audiovisual equipment
- Competency in video editing software such as DaVinci Resolve, Adobe Premiere, and Lightroom, as well as graphic design tools like Canva.
- Proficiency in social media content writing and strong storytelling skills with ability to communicate messages effectively through different content formats
- Experience in developing communications materials such as media advisories, press releases, feature stories, fact sheets, talking points, internal news bulletins, etc.
- Experience and deep understanding of social media platforms, social media analytics tools, and relevant software
- Experience in communications and media work within International Organizations, INGOs or US Government funded entities/ organizations is an added advantage.
- Professional fluency in oral and written English language,
- Familiarity with Tetum and/or Portuguese is an added advantage.
- Demonstrated similar work experience in Timor-Leste or other fragile states and experience coordinating with government institutions is an advantage.

This Position Description is subject to revisions/updates as necessary to ensure alignment to the organization's strategic direction and structure. Revisions to the description are subject to applicable Human Resources policies and procedures, and official versions of each Position Description are maintained by Human Resources.

Original Drafted by:	Abraham Kausa	Date:	28/10/2024
Reviewed by:	Kyle Burk, MCC	Date:	29/10/2024
Approved by:	<u>Kyle Burk, MCC</u>	Date:	<u>18/11/2024</u>