

POSITION DESCRIPTION

The logo for Burma Link, featuring the words "BURMA LINK" in white, uppercase letters on a red rectangular background.

POSITION TITLE: Coordinator of Public & Media Communications

ORGANIZATION: Burma Link – Mae Sot, Thailand

REPORTS TO: Program Director

OVERALL RESPONSIBILITY: The Coordinator of Public & Media Communications is responsible for developing, implementing, and overseeing the communications strategies and programs for Burma Link; enhancing the visibility of Burma Link and enabling us to maximise our impact by communicating key messages to our world-wide audience through the use of digital and print media. The post-holder quips and supports us in effectively planning and using digital communications, including the website and social media in all areas of our work.

Depending on the skills and experience of the post-holder, this position can be geared more towards (1) marketing or (2) public communications. (1) The post-holder acts as a design lead and branding guardian for the majority of Burma Link's online and printed publications. (2) The post-holder is responsible for cultivating public and media relationships; disseminating information to local organizations, solidarity groups and international actors; assisting with managing the social media presence of Burma Link; and preparing and delivering presentations to the public, media, key stakeholders, and other interested audiences.

KEY RESPONSIBILITIES:

- Identify appropriate Burma Link communications priorities and opportunities.
- Establish and achieve measurable short- and long-term Burma Link communications goals, including international advocacy.
- Formulate, implement, coordinate, and oversee ongoing and comprehensive communications strategies and programs that lead to increased awareness and visibility for Burma Link and the audiences it serves.
- Ensure articulation of Burma Link's desired image and position, and the consistent communication of that image and position throughout the organization.
- Develop and maintain a database of journalists, editors, and freelance writers, and cultivate relationships with those contacts and outlets appropriate for Burma Link and its aims.
- Coordinate media interest in the organization, ensure regular contact with target media, and respond in a timely and professional manner, to media requests.
- Research, compile, write, edit, and distribute comprehensive information as well as customized materials (articles, website blogs and op eds) about Burma Link and its programs for successful communications to targeted audiences, and update as necessary.
- Write and distribute press releases through various media outlets and maintain a log of all final press releases.

- Search for and identify all Burma Link-related press featured in media outlets, and maintain a log.
- Coordinate all presentations to the public, media, key stakeholders, and other interested audiences.
- Identify press opportunities and utilize contacts to raise Burma Link's media profile in a timely manner.
- Set up press and other public relations events for Burma Link, and arrange visits to Burma Link by the media.
- Utilize social media channels, including blogs, Twitter, YouTube, Instagram and Facebook, ensuring active participation through these channels to reach wider audiences for Burma Link.
- Manage the social media presence to increase the visibility and awareness of Burma Link through these channels by writing articles and blogs, and promoting local events.
- Work with the International and Burma Coordinators to ensure that Burma Link's websites support effective communications efforts.
- Build and enhance the Public & Media Communications staff capacity.
- Assist with annual audits, reports, planning, and budgeting.
- Perform other duties as may be requested.

JOB REQUIREMENTS – EDUCATION/PROFESSIONAL:

- University degree, preferably in marketing, public relations, communications, advertising, graphic design, or journalism.
- Previous demonstrated experience managing and implementing a public and media relations program, preferably with an international organization.
- Excellent oral communication skills in English, including public-speaking and presentation capabilities. Knowledge of Burmese and/or Karen is an advantage.
- Strong research and editing skills, and able to write communications material clearly and concisely with an engaging and accurate writing style.
- Expertise in the use of social media.
- Proficient with Microsoft Office (Excel, Word, Power Point) and database software.
- Possess existing institutional/media contacts preferred.
- Startup experience preferred.

JOB REQUIREMENTS – PERSONAL ATTRIBUTES:

- Initiative and the ability to consider solutions creatively.
- Capable of working independently and within a team as well as forming strong working relationships with program and administrative staff across the organization.
- Able to work effectively in a multi-cultural environment.
- Ability to prioritize and manage own time even under pressure.
- Willingness and ability to travel and work outside normal working hours.
- Able to identify what needs to get done, then willing and able to make it happen with great attention to detail and minimum supervision.
- Strong organizational skills and the ability to meet deadlines.
- Outgoing, confident, and able to influence people and present a compelling case for public and media support.
- Able to build and maintain strong interpersonal relationships.
- Enthusiastic about what Burma Link does.

APPLICATIONS

To be considered for this opportunity, please send your CV and application form to volunteers@burmalink.org.