

Job Details

Date Updated/Created: June 1, 2018

JOB TITLE:	Communications Coordinator		
REPORTS TO:	Libya Country Manager		
DIRECT REPORTS:	n/a	START DATE:	As soon as possible
LOCATION:	Tripoli	JOB STATUS:	Fixed Term, 6 months with possibility of extension

Position Summary

The Communications Coordinator will provide support to all areas of MEDA Libya. This person works closely with other staff on marketing initiatives in both English and Arabic to support the Libya Economic Empowerment (LEE) project in the field, and as outreach ambassador for LEE in the community.

Key Accountabilities

- Coordination of an integrated marketing and communications strategy, in consultation with Libya Country Manager.
- Contribute to the development of, then coordinate and implement the social media strategy and “traditional” media relations strategy. Includes day-to-day management and implementation of marketing campaigns for MEDA Libya accounts for Snapchat, Twitter, Facebook and other social media sites linked to MEDA Libya.
- Research, develop and prepare professionally looking and visually engaging marketing materials, including brochures, website, PowerPoint presentations, blogs, video scripts, press releases etc.
- Contribute to the oversight and management of MEDA Libya ‘s LEE brand and branding standards
- Liaise with MEDA Libya staff/interns/beneficiaries to obtain stories, photos and blog submissions from field activities.
- Maintain MEDA Libya website providing content and support as requested
- Liaise with outside providers of web hosting, graphic design, marketing communications and print materials and other vendors to ensure proper look, branding, quality standards, cost and timely delivery of marketing tools/materials.
- Update databases as well as maintaining up-to-date list of ongoing and upcoming work
- Prepare and distribute mass email communications or other special electronic mailings (upon request).
- Capture, edit, prepare and archive MEDA Libya photos, including taking photographs and/or arranging to do so at MEDA Libya events, making necessary adjustments and managing a stock of photos for use in LEE.
- Liaise/consult with Marcomm Department team for marketing and communication coordination (upon request)
- Maintain a professional attitude and meet deadlines.

Any other duties and/or requirements as assigned

Job Requirements for All Staff

Organizational Policies and Procedures

- Ensure and adhere to all MEDA management, professional, finance, audit, legal, human capital, security, corporate and other policies as required
- Prepare quarterly and other required internal reports and planning documents
- Complete and participate in all training as required

Organizational Culture

- Appreciation, understanding and commitment to MEDA's mission, creating business solutions to poverty
- Demonstrate MEDA's Core Performance Values: Collaboration, Respect, Entrepreneurship and Accountability

Image and Engagement

- Adherence and demonstration of MEDA Libya image according to MEDA values
- Comply with the approved brand strategy

Position Qualifications

Education: University degree in communications, marketing, journalism, fundraising, business or related field

Experience: Minimum of two year's work experience in communications, marketing, or related field

Technical: Fluency in Arabic and English is a must

Additional Qualifications

- Understanding and appreciation of business principles, international development and MEDA's approach of creating business solutions to poverty
- Experience with social media platforms, including Facebook, Twitter, LinkedIn and Instagram, particularly SEO (search engine optimization) and social media marketing
- Superb proven communication and interpersonal skills
- Proficiency in InDesign, Photoshop, PowerPoint, Word Press or similar web applications
- Willingness to undertake local/international travel

This job description may be reviewed, revised and updated as required to meet department and/or organizational objectives