



JOB DESCRIPTION

COMMUNICATIONS OFFICER – Digital Content Manager

(3-year assignment, based in Geneva)

ABOUT THE POSITION

We are looking for a **Communications Officer --Digital Content Manager** to complete our Content and Digital team, within the Communications department, at our international headquarters in Geneva, Switzerland. The incumbent will help us portray, share and promote the effort of the International Cocoa Initiative to protect children in cocoa communities. The ICI brand is built on the unique partnership model that we represent with a strong story-telling emphasis across a range of channels.

The Communications Officer is expected to make a significant contribution to the content strategy and help identify, develop and tell our stories in an engaging way, while also building up the knowledge hub for a more technical audience. He/she will drive our content development and increase our social media interactions using concrete goals and measurements. The role requires a thorough understanding of current advocacy and communications trends, technical knowledge of digital tools, and a desire to work in a geographically spread team.

Under the general supervision of the Director of Communications, the Communications Officer will be in charge of developing digital content –written and audio-visual – and thus enhance the positioning of ICI with its key stakeholders, so that we are visible, respected, influential and able to harness financial and moral support for our efforts.

Main tasks and responsibilities

MEDIA AND EVENTS

- Coordinate media requests; provide support to the Director of Communications during trainings for staff on dealing with media, messaging and interviewing techniques.
- Help organise press-trips for target media.
- Organise media and public events and support the Director of Communications as well as other relevant ICI staff in the organisation of events and in the participation of ICI in high-visibility events.
- Play a key role in writing core messages for various audiences, including the media.
- Support the Director of Communications in crisis communications, damage control and overall reputational risk situations.

SOCIAL MEDIA

- Continuously improve and adapt the existing social media strategy.
- Explore new ways to further enhance ICI's presence online, with clear indicators of success and measurement tools.
- Develop a video catalogue and work with the team in West Africa to boost the performance of visual communications for both raising awareness in cocoa communities and engaging audiences from business, civil society and governments.
- Oversee the creation, curation and promotion of digital content and work closely with the team in West Africa.

CONTENT CREATION, PROMOTION AND WEB MANAGEMENT

- Work with the team independently and with relevant colleagues in the Knowledge and Learning and Monitoring and Evaluation units to identify projects, reports and events which are of strategic importance for ICI and for its Global Communications and visibility strategy.
- Manage the website and serve as main focal point for collaboration with the Website provider and developers.
- Write stories which resonate with the target audiences and link individual experiences with the problems they face and the solutions we propose.
- Promote content on various channels and improve engagement rates.

VIDEO PRODUCTION

- Film, edit and promote videos.
- Work with producers to create engaging visual stories.

GENERAL COMMUNICATIONS

- Answering public requests for information.
- Provide support to the Director of Communications and the Executive Director of ICI in matters related to visibility and brand positioning.
- Work in close collaboration with the Communications experts in the ICI offices in Abidjan and Accra, as well as the regional offices in the two countries.

Expected results

High quality, multi-purpose communications and media content produced; enhanced ICI presence online; enhanced ICI presence in local and international media and at events; improved efficiency and increased output of the ICI Communications Department.

Qualifications and experience

- Five or more years of experience in journalism, PR agency, corporate communications or non-profit outreach.
- Excellent English writing skills.

- Excellent French writing skills.
- University degree or equivalent in communications, advertisement or other relevant field.
- Ability to turn technical information into compelling stories.
- Strong content strategy and development.
- Commitment to continuous learning. Keeps abreast of new developments in own profession; actively seeks to develop oneself professionally and personally; shows willingness to learn from others; seeks feedback to learn and improve.
- Highly organized/structured and able to manage multiple projects and understand and adjust to changing priorities.
- Strong IT skills, including familiarity with video/photo editing software and web management systems.
- Sense of humour, curiosity and passion for communications and the issue of helping children.

NB: ICI has **zero-tolerance** for all forms of child neglect, abuse (sexual, physical, emotional, and psychological) and exploitation (sexual and commercial).

ICI commits to put the best interest of the child first, and at the centre of its work, irrespective of a child's ability, ethnicity, faith, gender, sexuality and culture.

ICI recognizes its responsibility to ensure and to promote a safe and secure environment for children. To effectively manage risks to children, ICI requires the commitment, support and cooperation of all staff, associates, partners, suppliers, service-providers and visitors. By applying at ICI, you automatically agree to the above term and uphold the principles described herein

How to apply:

Only candidates with the possibility of acquiring a work permit for Switzerland should apply

Please send applications in English (including a cover letter and your CV) at hr@cocoainitiative.org by the **13th of June 2019**.

Only those candidates who match the above requirements and who have been selected for interview will be contacted.