Communication Coordinator

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| * **Job Location**: Khanewal, Multan
 | * **Positions**: 2
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| * **Experience**: Minimum 3 years
 | * **Last Date to Apply**: 21 January 2025
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**Background**

A consortium of two national NGOs has partnered with Government of the Punjab to implement a two- and half-year health project in Multan and Khanewal districts. The projects aim at improving the accessibility of the BISP beneficiaries married women (15-49 years) with family planning services. The goal is to reach eligible married women of reproductive age (MWRA) in BISP households and educate them about the benefits of healthy timing and spacing of pregnancies.

**Job Purpose**

The Communication Coordinator will oversee and facilitate communication efforts to enhance the visibility and effectiveness of project activities. This includes stakeholder engagement, creating awareness, documenting best practices, and promoting project objectives through effective communication strategies. The role will involve field visits to beneficiaries and stakeholders to capture success stories, case studies, and challenges in implementing interventions.

**Key Responsibilities**

* Act as the main communication liaison between the project team and stakeholders, including government bodies, donors, private sector partners, and community representatives.
* Ensure effective and consistent messaging to all stakeholders.
* Develop and execute communication strategies to amplify the impact and visibility of project activities.
* Ensure project visibility at district, tehsil, and PP clinic levels.
* Create and share social media content with project stakeholders to promote project goals.
* Assist the project team in developing IEC materials, presentations, and standardizing organizational tools and documentation.
* Conduct meetings with project beneficiaries to document best practices, success stories, and challenges faced during project implementation.
* Adapt communication strategies for diverse stakeholder groups to align with project objectives.
* Prepare high-quality communication materials, including press releases, newsletters, brochures, and presentations.
* Develop and disseminate key messages to raise awareness and understanding of project objectives and outcomes.
* Organize and coordinate project-related events such as workshops, seminars, and public awareness campaigns.
* Create communication plans and materials for events to maximize stakeholder engagement.
* Monitor and assess the effectiveness of communication strategies.
* Prepare periodic reports highlighting achievements, challenges, and recommendations related to communication activities.
* Engage with media outlets to ensure adequate coverage of project events and milestones.
* Draft press materials and coordinate responses to media inquiries in collaboration with the project management team.
* Manage the project's social media platforms to enhance its online presence.
* Develop engaging digital content and monitor audience engagement to refine communication strategies.

**Skills Required**

* Proven experience in creating targeted and impactful content.
* Strong understanding of communication practices and techniques.
* Exceptional written and verbal communication skills.
* Ability to multitask and perform under pressure.

**Qualifications**

Minimum 16 years of education (BSc/MSc/MS/MPhil) in Mass Communication, Public Relations, Graphic Designing, Social Sciences, or equivalent from an HEC-recognized university.

**Experience**

At least 3 years of relevant experience in communication roles, preferably in NGO settings.

**Note:** Organization has a zero-tolerance policy with regard to Sexual Exploitation and Abuse by Organization’s personnel against the people they serve. All forms of sexual exploitation and abuse are incompatible with the universally accepted norms, values, principles and standards that underpin in Organization. Protection from Sexual Exploitation and Abuse (PSEA) is the responsibility of everyone and all selected candidates will be required to comply with the Organization PSEA Policy at all times. Selected candidates will therefore undergo rigorous reference and background checks against their past behavior related to sexual exploitation and abuse, and may be required to provide additional information further on in the selection process.