

ADVOCACY, COMMUNICATION AND PUBLIC RELATION SECTOR LEAD

About Noolaham Foundation

Noolaham Foundation (NF) is a legally registered (GA 2390), non-profit, non-partisan, secular entity, founded to provide enhanced access to information sources and foster knowledge-based development in Sri Lanka. Noolaham Digital Library (noolaham.org) and Noolaham Multimedia Archive (aavanaham.org) maintained by the Noolaham Foundation serve as Learning Centres incorporating local knowledge. The digital library and archive function as a repository for various community institutions and fulfill the information needs of students, researchers, historians, activists and the public.

Job Descriptions

Job Title	Advocacy, Communication and Public Relation - Sector Lead
Reports to	Chief Executive Officer
Profile of Institution	Noolaham Foundation, Sri Lanka
Base Location	Jaffna, Sri Lanka
Type	Full Time / Salaried (Based on Job Grid of NF)
Period of Assignment	One year (Probationary period - Three months, and possibility of extension based on performance and organizational needs)
Date of Duty Assignment	Immediate

POSITION - ADVOCACY, COMMUNICATION AND PUBLIC RELATION SECTOR LEAD

Job Summary

The Advocacy, Communication and Public Relation - Sector Lead is responsible for the successful management of NF related information systems, products, and public relationships. The Advocacy, Communication and Public Relation - Sector Lead will manage all aspects of communication strategies in new and existing programs/projects from start to finish and be the single point of contact for all communication and publication related activities in coordination with the programme manager and dedicated director of the board. This position receives very broad guidance from management and requires a high level of initiative and innovative skills.

Duties and Responsibilities

- In coordination with management, create innovative reports or document to penetrate into the relevant market segment of NF
- Responsible update relevant data and information in the system, web page, newsletters, writings, and other publications
- Oversee the design of print materials of NF such as newsletter / leaflets, brochures, drafting press releases, official correspondences, quarter and annual reports, magazines, etc...

- Support high flagship events that have a large potential requirement of NF and dependants
- Represent NF if required and be a key person in information sharing and communication.
- Develop and maintain communication plan and manuals
- Provide administrative support to the Communications function, including arranging meetings; logging media coverage and maintaining press clippings files; and updating forward planning schedules.
- Support the management to deliver the annual communications plan to ensure excellent communication within the programme and externally to supporters, stakeholders, and the general public.
- Act as the first point of enquiry for information management and communications, and branding queries internally and externally, including supplying logos and brand guidelines and providing advice to staff and stakeholders on communications and branding issues as appropriate
- Maintain libraries of photos, videos and written case studies, ensuring these are used appropriately and in accordance with best practice and project guidelines
- Act as key focal person to formulate program and related manual for NF
- Any other duties within the overall scope of the job as may be determined from time to time

Competencies and Skills

- **Leadership:** Excellent team and organizational leadership skills working with senior management / board of directors to individual contributors; extensive experience communication and information management system; ability to provide leadership and direction to project teams on required fields to ensure successful production of required document; consummate team player with a positive, flexible and creative approach
- **Campaigning:** Ability to market the objective of NF and its project portfolio and taking leadership in NF related events and campaigns and support the team with innovative ideas and input
- **Analytical:** Ability to synthesize complex or diverse data and information; analyze, and develop strategies and action plans to ensure efficient product for NF.
- **Problem solving:** Ability to quickly identify gaps/ matters/ issues in communication and information sharing arena and resolve problems through proper channel and coordination with management.
- **Technical expertise:** Must have strong technical background in web-based software applications, publication, printing, public relations, donor relationship, proofreading, editing, and other technical requirements to perform the assignment.
- **Oral and written communication:** Must speak clearly and persuasively in positive or negative situations; must write clearly and effectively at a high level; excellent ability to communicate program vision and collaboratively align diverse organizations; must have strong presentation and group facilitation skills
- **Quality management:** looks for ways to improve and promote quality and demonstrates accuracy and thoroughness

Essential Qualifications

- Relevant degree/diploma in communication and public relation and/ or social science extensive experience in communication and information sharing
- 1+ years relevant experience in national / international program
- Computer proficiency including web-based applications
- Proficiency in Tamil language, and English preferable
- Excellent writing and communication skills in Tamil and English preferable
- Flair for working with visual materials; a powerful creative eye
- Keen understanding of traditional media, social media and uses of new technologies for communication
- Good understanding of Tamil documents available in Sri Lanka and throughout the world.
- Strong analytical and organizational skills