



## **TERMS OF REFERENCE**

### **DESIGNATION: Communications and Advocacy Officer**

#### **Background**

Unilab Foundation requires the services of an individual to fill up the position of Communications and Advocacy Officer for the Advanced Manufacturing Workforce Development Alliance (AMDev) Program, a 5-year project with international donor funding. The purpose of the Alliance is to create a pipeline of high skilled and adaptive (learning) workforce who meets the evolving requirements of the manufacturing sector, through the development of industry-led technical and further education systems with better-defined, harmonized skills and qualifications descriptors, competency and training standards.

Successful applicant will be initially contracted for one year subject to annual contract renewal based on positive performance review.

#### **Purpose**

The Communications and Advocacy Officer shall be primarily responsible for planning, developing, and implementing the communication plan and strategies to achieve and promote the brand of the Advance Manufacturing Workforce Development (AMWD) Alliance. He/She will also lead the development of content and other project materials that will create awareness about the program by using all available platforms including the social media.

#### **Scope of Work**

The successful candidate will report directly to the Chief of Party and/or Deputy Chief of Party, or the designated immediate supervisor, and shall be responsible for the following:

- Lead the development, review, enhancement and implementation of the Program's communications strategy, including creating content suitable for the Program's audience in various platforms. This includes audio-video productions, press releases, social media contents, and promotional materials, among others.
- Develop contents and program collaterals pursuant to the approved Branding and Marking Plan.
- Develop communications toolkits (Brand Key, Message House, Communications Plans, etc.) for the Program, and ensure that these are

aligned with the approved Branding and Marking Plan.

- Manage and monitor the program's online communications platforms, such as social media, website, and email marketing, and develop content in conjunction with the overall communications plan.
- Coordinate with partners on the collection of necessary information relevant to communicating success, accomplishments, etc.
- Work closely with the Monitoring, Evaluation, and Learning (MEL) Officer on the development of Knowledge products and capturing best practices and stories on the ground.
- Other duties that may be reasonably directed by the Chief of Party that is within the scope of this position.

**Key Outputs:**

- Communications plan and strategy developed based on the approved Branding and Marking Plan
- Promotional materials such as press releases and social media content developed.
- Develop strategies and contents to promote the Program activities.
- Communication platforms managed and monitored.
- Program institutional materials such as Facebook Page, Program Primer (print and video), Letterhead, PowerPoint deck, among others, developed.

**Knowledge, Skills, and Abilities required**

1. Relevant degree in Communications, Media or equivalent.
2. At least 5 years of experience in Journalism, PR, Business Writing, Advocacy Communications, Branding and Graphics, or equivalent.
3. Demonstrated experience using and/or organizing media relations, web/mobile/social media, print and public events.
4. Demonstrated experience in developing high-impact content and managing various platforms to ensure effective communication and promotion of the program.
5. Demonstrated ability to produce various communications and promotional materials.
6. Experience in using web-based tools, graphics and design softwares and applications to enhance communication capacity and advocacy is an added advantage.
7. Demonstrated ability to work, communicate and advocate with a broad range of stakeholders including policymakers, government officials, NGOs, the media, and community representatives.
8. Excellent written and oral communication skills with a fluent writing style.
9. Strong organizational skills and attention to detail.



10. Fluent in English and Tagalog.
11. Good interpersonal skills and ability to work with a diverse group or co-workers and stakeholders.

### **How to Apply**

Please send your updated Curriculum Vitae and a sample written work to [hr@unilabfoundation.org](mailto:hr@unilabfoundation.org) with a subject line Communications and Advocacy Officer and a cover letter outlining your suitability for the position. The accepted applicant will be based in Mandaluyong City. This is a fixed- term position.

Due to volume of applications received, only shortlisted candidates will be notified.