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*Loden Foundation*

Thimphu: Bhutan | P.O. Box. 131

Tele: +975-77193322 / +975-77195599

Email: info@loden.org

www.loden.org

## **TERMS OF REFERENCE: ASSISTANT COMMUNICATIONS OFFICER**

### **Position Summary:**

The Assistant Communications Officer is responsible for assisting in developing and managing all Loden Foundation's communications and public relations initiatives to promote the organization's work in line with its vision. The position's key duties also include assisting in fundraising for the organization and helping Loden's beneficiaries develop communication materials. In addition, the officer should also be willing to take on any additional tasks as deemed necessary by the Executive Director. The position works closely with the Loden's communications advisors within and outside Bhutan, Stalwarts, and reports directly to the Executive Director.

### **Major Duties and Responsibilities**

#### **1. Communications for Advocacy and Awareness**

- 1.1. Assist in developing, implementing and evaluating the Loden Foundation's annual communications strategy
- 1.2. Communicate with donors and stakeholders to gain support for all our programmes, and to solicit input to improve communication of the respective programme areas
- 1.3. Assist Loden's beneficiaries such as community partners, entrepreneurs and others to communicate their stories as and when instructed by the Executive Director

#### **2. Print and Digital Communications**

- 2.1. Under the guidance of the Executive Director and respective programme officers, the position is expected to take the lead in development, distribution, and maintenance of all Loden Foundation's print and digital communications such as annual report, e-newsletters, social media campaigns, website management, brochures and etc. Specific activities may include:
  - Draft and edit articles for all print and digital publications
  - Produce, design and print the organization's annual report and send out monthly e-newsletters communicating the work of the organization,
  - Assist in developing and carrying out online campaigns to fundraise or promote the work of Loden
  - Maintain Loden's website in addition to other websites under Loden's banner to ensure that new and consistent information is posted regularly



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- Design ads, press releases and promotional materials for the Foundation
- Track and measure the level of engagement and effectiveness across the different communication platforms
- Work closely with the Programme Officers in development of content for all communication materials
- Assist in developing and executing Loden's social media strategy
- Create timely content and increase audience engagement on Loden's social media platforms such as Facebook, YouTube, Instagram, LinkedIn and any future necessary platforms on a regular basis

### **3. Fundraising**

- 3.1. Assist the Executive Director and Stalwarts in overall fundraising activities of Loden Foundation by developing first draft proposals, contents for campaigns and e-newsletters and drafting stories of success from the project beneficiaries.
- 3.2. Assist in developing, implementing and evaluating the annual fundraising strategy of the organisation
- 3.3. Meet potential donors and partners and promote the organisation's programs
- 3.4. Support preparation of background materials, briefs and information kits for visiting donors and high profile guests
- 3.5. Work closely with Loden's staff to plan travel and logistics for donors visiting Bhutan.
- 3.6. Develop short videos that promote the work of Loden and can be used as a fundraising material

### **4. Media and Public Relations**

- 4.1. Serve as the lead person on media interactions that help promote and/or impact the organization and actively cultivate and manage press relations to ensure coverage of Loden's programmes
- 4.2. Draft and distribute press releases after consent from Executive Director
- 4.3. Attend and photograph Loden's events and activities
- 4.4. Maintain a library of media coverage, photographs and any audio-visual content
- 4.5. Represent the organization at meetings, official functions, and work related events as directed by the Executive Director



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## **5. Communications facilities**

- 5.1. Maintain and ensure all communications facilities of the office such as internet and telephone are up-to-date and functional
- 5.2. Arrange communication facilities for various Loden events as and when necessary.
- 5.3. Write and maintain meeting minutes

## **Minimum Qualifications**

Education/Experience:

- Bachelors degree with emphasis on communications, marketing, journalism, public relations or any related field.
- Excellent written and spoken communication skills with fluency in English and Dzongkha
- Working knowledge of Microsoft Office Suite.
- Website management (Wordpress) and/or website development will be an added advantage
- Knowledge of graphic designing, photo editing and videography will be an added advantage

## **Personal Qualities**

The Assistant Communications must operate with independence, under pressure to meet deadlines and commitments. S/he should also have the ability to prioritize effectively and work accurately under time constraints, using initiative and judgment and a high level of administrative and organizational skill. The position holder should have excellent interpersonal and communications skills, and must enjoy facilitating the work of others. S/he should be a team player while at the same time proactive and willing to lead.

## **Probation Period**

A probation period of six months shall apply:

- The period shall be viewed as a period of trial where the organization assesses the competence, character, aptitude, discipline and suitability of the candidate
- The newly recruited employee will not receive any additional benefits during the first six months of the employment.

## **Remuneration**

- Nu. 18,000 per month
- Nu. 1,500 communications allowance and other benefits as per Loden's Service Manual