

Bench Marks Job Description

Communications Officer

Current incumbent:

Purpose of the job

Support the communications function of the organisation

Position in the org

Reports to	Operations Manager OR ED?
	Communications Coordinator
Supervises	

Key responsibility areas

1 Support the Executive Director's public communications work

- 1.1 Conduct background research and fact checking for the ED in preparation for public statements or presentations
- 1.2 Conduct basic investigations and collect information to assist the ED.
- 1.3 Assist with drafting and preparing presentations

2 Ensure information produced by Bench Marks is presented in a user friendly way across BM channels

- 2.1 Support the work of the research team and ensure that research reports are re-packaged for the different target groups – including the media, corporates, unions and community groups. This may include writing and producing targeted summary versions of the reports.
- 2.2 Collect information from the Community Monitor groups and the CM school, and develop information and communication material that is useable by mainstream media and on BM channels.

3 Manage the website and other channels

Channels include: Website and Crowd Map, social media (twitter, face book, what's app) and newsletters

- 3.1 Ensure each channel, especially the website, provides up to date and accurate information which reflects the work of the BM Foundation and all its constituent parts (research, community monitoring, public education and advocacy, etc).
- 3.2 Encourage active engagement on channels where appropriate.

- 3.3 Support the training of community monitors to improve their communications work, such as the regular newsletter and their communication on platforms such as community radio and social media

4 Maintain contact databases

- 4.1 Identify all Bench Marks contacts, whether business, foreign governments, socially responsible investors, company risk committees, agents of change, UN bodies, churches, partner organisations, ICCR, ECCR, etc and ensure that their contact details are up to date and easily accessible to Bench Marks team members who need them.

5 Support Bench Marks' communication and media presence

- 5.1 Monitor media presence and clip all relevant articles which mention BM and its work, or which relate to its focus areas.
- 5.2 Identify media opportunities and topics for BM
- 5.3 Support the communication with key stakeholder groups – for example by reminding team members of the need to communicate information through appropriate channels in good time.

6 Strengthen Bench Marks brand and ensure the best representation of its work and values

- 6.1 Work with the team to develop a clear set of guidelines for communications – including the use of terminology and writing style guides (adapted for each context / channel)
- 6.2 Produce marketing material such as letter heads, business cards, brochures, leaflets, banners etc – ensuring a uniform and recognisable look and feel
- 6.3 Ensure the whole organisation understands and follows the guidelines.

Requirements

7 Qualifications

Journalism or media degree

8 Experience

At least 2 years' experience, preferably in an NGO environment, in a campaigning or advocacy organisation.

9 Knowledge / skills / attitudes

- 9.1 Commitment to learning
- 9.2 Commitment to working as part of a team
- 9.3 Strong service orientation.
- 9.4 Interest in social and economic justice and human rights.