

Job Description – Communications Strategist

Employer: MinREACH

Position: Communications Strategist

Sector: Not-for-profit

Location: Davao City, Mindanao, Philippines preferred

Start Date: Late 2024/early 2025

About MinREACH

This role will be supporting the [Mindanao Renewable Energy Acceleration and Coordination Hub](#) (Mindanao REACH, or MinREACH), a recently-formed organization that serves as a collaborative platform for knowledge sharing, capacity building, and advocacy in Mindanao. MinREACH's overarching objective is to promote energy transition strategies, with a particular focus on leveraging renewable energy to support poverty alleviation efforts. The establishment of the hub is a joint initiative between the Mindanao Development Authority, the Peace Equity Access for Community Empowerment Foundation, and the Mindanao Renewable Energy Center (MREC) at Ateneo de Davao University with funding support from Tara Climate Foundation.

MinREACH is hosted by the [Peace Equity Access for Community Empowerment Foundation, Inc.](#) (also known as Peace and Equity Foundation, or PEF) aspires to drive positive change in poor Filipino household communities by investing in social enterprises that will provide them with viable livelihood and better access to basic services. PEF works with partners who share this vision by developing models and best practices that will steer social enterprises to scale up.

Role Description and Responsibilities:

We are looking for a strategic communications professional with a background in advocacy to review, refine, and enhance the recently developed communications strategy to broaden MinREACH's reach and impact, with a particular focus on local government advocacy related to renewable energy, and develops the brand for this recently-launched project.

This will entail developing and implementing a data-driven, digital-focused, and cohesive communications plan that engages local government, private industry, young people, and the broader public. This position will also entail developing the brand strategy and positioning for MinREACH, as well as testing and refining branding to further advocacy goals related to renewable energy. A key part of this role will be translating and amplifying MinREACH's technical reports to reach key audiences.

This is a full-time contract position for 1 year with the option of extending (to be considered at the end of the contractual period). We have a strong preference for candidates based in Davao City, but are open to candidates based elsewhere who are willing to travel to Davao City. The role reports to the Project Coordinator and will involve collaborating with MinREACH's Communications Officer, who focuses on drafting digital content and managing content calendars, and MinREACH's advocacy consultant to align communications and advocacy work.

Specific duties include, but are not limited to:

- Planning, developing, and executing communications strategies and analysis, stakeholder engagement plans, and tactics to further policy advocacy
- Developing impactful messaging and content that engages multiple sectors across communications platforms
- Developing MinREACH brand strategy and positioning, and engaging in market research to test and refine branding to further advocacy goals
- Engaging in data-driven analysis about how best to leverage communications platforms to further strategic goals
- Developing strategies to translate complex and technical topics to stakeholders
- Developing and engaging legislative networks

Requirements and Competencies:

- 7 or more years of experience in communications, brand strategy and development, and/or legislative advocacy
- Interest in climate change and energy transition issues
- Preference for candidates with a general understanding of the local power sector, but this is not required
- Experience engaging stakeholders in the private and public sector
- Proficiency in understanding and strategically applying technology to maximize outreach and engagement with diverse audiences
- Demonstrated ability to think strategically and envision the big picture, ensuring alignment of organizational goals
- Strong writing, digital communications and analytical skills
- Ability to work collaboratively with excellent interpersonal skills
- Flexible, adaptable, and willing to learn on-the-job given start-up nature of organization
- English required, Tagalog or Bisaya preferred