



IDAY-International

COMMUNICATION OFFICER

Terms of reference

Duration: initial fixed-term contract of 6 months with possible extension.

Starting: January 2012

Location: IDAY-International headquarters, Brussels (Braine-l'Alleud), Belgium

Position title: Communication Officer

PRESENTATION OF IDAY

IDAY is an international advocacy network of African and European civil society organisations for the promotion of the right to quality basic education for all children and youngsters in Africa. Since 2006, IDAY is committed to strengthening a constructive dialogue between African civil society and the authorities so that the latter take the necessary measures to effectively tackle education gaps in Africa.

OBJECTIVES AND MISSION

In order to extend its action and advocacy reach, IDAY is seeking to improve its communication strategy. The mission of the Communication Officer will therefore be to:

- Contribute to the network's internal communication and set up tools for enhanced efficiency.
- Implement and develop IDAY's external communication using the various supports available.
- Assist fundraising activities in all communication-related aspects.

TASKS

Under the supervision of the Secretary General, the Communication Officer will carry out the following tasks:

- With the Management Committee and other specialists working with IDAY, develop the association's global communication strategy.
- Write and produce communication material (posters, flyers, press articles and releases, other), especially in relation with IDAY events and activities.
- Carry out the communication on events organized by IDAY-International, especially annual activities such as the Global Action Week and the commemoration of the International Day of the African Child (June 16).
- Manage relations with the press.
- Establish and update a news-related contacts database.
- Update and develop the website into a lively interface.

- Manage IDAY's presence on social networks and other Internet media (Facebook, Youtube, etc).
- Assist the Secretary General in writing and producing the IDAY Newsletter.
- With the Secretary General, design and create a new interface for the IDAY Project Bank (online or on other possible supports) to make it more attractive, interactive and to enhance its notoriety.
- Assist the Management Committee in writing and preparing fund-raising documents.
- Assist the Secretary General in the network's internal communication (with the members and governing bodies).
- As required, assist the Management Committee and the Secretary General in any other task pertaining to IDAY's communication.

PROFILE

- Background education in communication (master level).
- Perfectly fluent in French and English, both written and spoken; fluency in Dutch appreciated; other languages a plus.
- Excellent writing and social skills.
- Good command of basic and website & document editing softwares.
- Committed, enthusiastic, organized and rigorous, self-motivated but able to work in a team, creative, on time ...
- Understanding of development and cooperation issues, especially in the education sector; sensitive to the question of education and children's rights in Africa; familiar with the African context and current African affairs.
- Preferred: interest in and experience of the associative sector (voluntary, other).

CONDITIONS

- Initial fixed-term contract of 6 months with a 3-month trial period.
- Be registered as job seeker to the FOREM, and be eligible or already holder of a Passeport d'Aide à la Promotion de l'Emploi (APE).
- Full time (equiv. 38 hours/week). Schedule subject to discussion based on the associations' requirements and planned activities.
- Salary depending on skills and experience.
- Preparation of a weekly work plan with the Secretary General.

APPLICATIONS

Applications to be sent to job@iday.org with header 'Application communication position – *Name*'.

Applications must include: a CV, a motivation letter (English or French) and 2 references (with contact details).

Only short-listed candidates will be contacted for an interview.

Salary depending on qualifications and experience.

Deadline for application: **10th of January 2012, 18:00** (Brussels time).

www.iday.org