

## **Terms of Reference (TOR) for SWAN regional Media/Communication Officer**

*Full-time position*

*Duration: from March until December 2015 with possibility of extension.*

### **Summary**

The Media/Communications Officer is responsible for managing the organization's internal and external communication to general public/media, SWAN's partners and funders, as well as public information to members and their national partners. This includes but is not limited to developing and implementation of SWAN's communication strategy to support the strategic plan implementation. This includes organizing SWAN's media relations, production of print and electronic analytical publications, in partnership with other staff members, and producing representation materials, filling website and e-communication content, training and technical assistance to national SWAN partners to work with local and national media and ways to utilize social media, contributing to annual planning and regular reporting.

The Media/Communications Officer reports to the SWAN Director who is reporting to SWAN Steering Committee, and works closely with other staff members, particularly the Advocacy Officer.

### **Duties and Responsibilities include, but not limited to:**

1. To support and improve internal communication between SWAN Secretariat and its members
  - moderate SWAN list-serv and facebook communication;
  - assist in development of SWAN annual public report;
  - assist SWAN members and Secretariat in developing local advocacy materials (petitions, articles, messages, etc);
  - inform SWAN members about breaking news, advocacy of training opportunities.
  
2. To build capacities on media and communication work of SWAN and its members
  - develop media and communication strategy according to SWAN network strategy for 2014-2016;
  - develop recommendations to selected members on improving or building relationships with local media and members appearances in media;
  - prepare and hold 4 workshops on building presentation skills (interviews and public speeches), writing articles, blog entries, news releases; analysis of national media coverage and responses;
  - together with Advocacy Officer, prepare recommendations/seminar on advocacy tools, communication campaigns and messaging;
  - develop a list of frequently asked questions about sex work, and strategic answers, and conduct regular Skype sessions with SWAN members to practice their interview skills;
  - support SWAN members who produce newsletters by clarifying the audience, discussing strategic messaging, and ensuring that regular feedback is provided on newsletter produced, including coordinating local experts when language is a barrier;
  - provide constructive critiques of SWAN member interviews and brainstorm future responses to any tough questions which posed a problem.
  
3. To contribute to SWAN visibility and external communication on national, regional and international level
  - manage public information on behalf of SWAN, including news updates about/from SWAN members (on SWAN website, facebook page, newsletter);
  - provide effective responses to inquiries for public information materials;

- prepare and/or support development draft press releases, petitions and other documents to notify local and regional news outlets of key events and issues with the support of SWAN members;
- together with Secretariat, develop statements and talking points for SWAN spokesperson for official meetings and media engagements;
- develop messages and materials for regional campaigns, e.g. December 17;
- update SWAN's website content, using Drupal software;
- work with SWAN staff to set benchmarks for communication goals, and establish mechanisms for measuring the effectiveness of its various tools (e.g. website, facebook, etc.) to help SWAN improve and prioritize.

4. To document, preserve and distribute knowledge/experiences of the network and its members

- record SWAN's best practices in community mobilization, advocacy and media work;
- edit and post relevant content updates on the [Community of Learning] website as suggested by SWAN staff or contributing organizations;
- assist in structural changes to the site as agreed by SWAN staff and Open Society Foundations.

### **Requirements for the Position**

- Minimum bachelor's degree in Communications, Journalism, Public Relations, or a related field;
- At least two years of professional experience in journalism, social media, communications and public relations, preferably at regional level or in NGO;
- Strong written and oral communication skills;
- Strong strategic thinking skills;
- Computer software skills, experience managing Word Press-based websites;
- Regular broadband Internet access;
- Excellent written/spoken English language;
- Good written/spoken Russian language;
- Knowledge of additional language of one of the languages in SWAN region is an advantage;
- Ability to work under pressure and respect deadlines;
- Demonstrated commitment to social justice (human rights, rights of sex workers in particular etc);

### **Compensation**

Gross salary \$2500 per month

### **Applying for position**

Applicants are required to submit the following:

- Letter of Interest in the position, explaining why you are suited for this work and your work experience;
- Detailed CV;
- 2 reference letters.

Applications with the above details should be sent to [stasa.plecas@swannet.org](mailto:stasa.plecas@swannet.org)

**Deadline for submitting the application is February 28th, 2015.**

*\* **About SWAN Foundation:** Sex Workers' Rights Advocacy Network (SWAN) is a regional network, which was established in 2006 for promoting sex workers rights. Today SWAN unites 25 members from 21 Eurasian countries. The network operates in English and Russian with Secretariat located in SWAN Foundation in Hungary.*