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| **I. Position Information** |
| **Position Title: Communications and Public Relations**  **Agency: Bhutan Stroke Foundation**  **Type of Contract: Contract for 2 years (possibility of extension)**  **Level:**  **Duty Station: Thimphu** |

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| II. Organizational Context |
| **Bhutan Stroke Foundation (BSF)** is registered Civil Society Organization (CSO). It is aimed at providing a holistic non-medical and community-based rehabilitation and creates awareness through both modern and proven traditional methods to the patients diagnosed with stroke. BSF, is planned to provide holistic services to the stroke patients in a professional manner. It is envisioned to be a canter equipped with adequate facilities and friendly environment where stroke patients receive the services regularly. The Foundation emphasize on creating awareness on the root causes of cardiovascular diseases that lead to stroke; and focus on preventive measures. In line with the policy and directives of the Ministry of Health on combating the NCDs, the foundation also attempt to create the space for physical activities in various areas providing life after stroke for the post stroke patients.  The foundation also collaborates with other national and international centers to keep abreast with new ideas and knowledge. |

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| III. Functions / Key Results Expected |
| **Summary of Key Functions communications and public Relations**   1. Strategic Communication Planning:  * Develop and implement a comprehensive communication strategy aligned with the organization's goals. * Collaborate with key stakeholders to ensure messaging consistency and coherence.  1. Content Creation and Management:  * Produce high-quality content for various platforms, including press releases, articles, and social media posts. * Manage content on the organization's website, ensuring it reflects the organization's values and initiatives.  1. Media Relations:  * Cultivate and maintain relationships with media outlets, journalists, and influencers. * Coordinate and manage media inquiries, interviews, and press conferences.  1. Social Media Management:  * Oversee the organization's presence on social media platforms. * Develop and implement social media campaigns to increase visibility and engagement.  1. Event Coordination:  * Plan and coordinate public events, conferences, and workshops. * Develop communication materials for events, including invitations, presentations, and press kits.   7. Advocacy Support:   * Collaborate with advocacy teams to develop communication materials that support advocacy initiatives. * Amplify key messages to targeted audiences through various communication channels.  1. Digital Marketing:  * Utilize digital marketing techniques to promote the organization's initiatives. * Implement SEO strategies and analyze web analytics to optimize online presence.  1. Stakeholder Engagement:  * Engage with key stakeholders, including donors, partners, and the community. * Foster positive relationships and ensure effective communication with various stakeholders. |

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| IV. Competencies |
| **Corporate Competencies:**   * Ability to develop and implement strategic communication plans aligned with organizational goals. * Skill in crafting and delivering messages that resonate with diverse stakeholders. * Demonstrate experience in building and maintaining positive relationships with media outlets and journalists. * Strong writing and content creation skills, with the ability to produce engaging materials for various platforms. * Skill in developing communication materials to promote events and engage the target audience. * Strong interpersonal skills to engage effectively with diverse stakeholders, including donors, partners, and the community. * Ability to foster positive relationships and maintain open communication channels. * Proficiency in overseeing and contributing to the organization's presence on social media platforms. * Experience in handling social media to enhance public awareness and engagement. * Experience in planning and executing community outreach programs to enhance organizational visibility. * Ability to establish connections with local communities and grassroots organizations. * Effective cordial collaboration with internal teams, especially with the communications team, to ensure integrated messaging. * Capability to provide insights for continuous improvement in communication and PR strategies. |

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| **Functional Competencies**:   * Strong skills in cultivating and maintaining positive relationships with media outlets, journalists, and influencers. * Proficiency in creating diverse and engaging content for various communication channels, including press releases, articles, and social media posts. * Capability to tailor messages for different target audiences. * Experience in developing and implementing effective crisis communication strategies. * Demonstrate skill in planning and coordinating publicity efforts for events and organizational initiatives. * Proficiency in creating communication materials to promote events and engage the target audience. * Strong interpersonal skills to engage effectively with diverse stakeholders, including donors, partners, and community members. * Ability to foster positive relationships and maintain open lines of communication. * Development of materials that support advocacy initiatives and effectively communicate key messages. * Proficiency in overseeing and contributing to the organization's presence on social media platforms. * Experience in implementing social media campaigns to enhance public awareness and engagement. |

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| **V. Recruitment Qualifications** | |
| Education: | Bachelor’s degree BA/BSc degree in Media Studies,language and literature, Dzongkha/English honours, Public relations, Social Sciences, Social work, Sustainable development, public health, and any other related fields would be desirable but it is not a requirement. |
| Experience: | Min3 (three) (with Bachelor Degree) of relevant experience in communications and public relations support is desirable but not a requirement.  Experience in the usage of computers and office software packages (MS Word, Excel, etc.), and Experience in handling of web-based management systems, experience in the field of disability inclusion or public health would be an asset. |
| Language Requirements: | Fluency in Dzongkha and English (any other local dialect of Bhutan would be an asset) |

Note:

* Only those who are seeking for long term employment are encouraged to apply
* Only shortlisted candidates will be contacted for in-person interview.