



Job description

1. NAME:
2. POSITION TITLE: Forum Communications Lead
3. POSITION CLASSIFICATION: C/D
4. LOCATION: Remote/Flexible
5. REPORTING RESPONSIBILITIES:

The reporting responsibilities of this position are as follows:

Reporting to:	
<u>5.1 Direct Reporting Line</u>	<u>Reporting Areas</u>
Forum Deputy Director	All matters
<u>5.2 Functional Reporting Line</u>	<u>Reporting Areas</u>

- *Direct reports indicate those staff members this position directly reports to, and is responsible for performance appraisals of this position.*
- *Functional Reports indicate staff this position reports to or interacts with and who this position is accountable to for the specific function.*

Reported by:	
<u>5.3 Direct Reports</u>	<u>Reporting Areas</u>
<u>5.4 Functional Reports</u>	<u>Reporting Areas</u>

- *Direct reports indicate those staff members directly reporting to this position, and this position is responsible for performance appraisals of.*
- *Functional Reports indicate staff reporting or interacting with this position and who are accountable to it for the specific function.*



6. OVERVIEW

The AWID 15th International Forum (AWID Forum), to be held in December 2024, in Bangkok, Thailand, is the world's largest event that wholeheartedly centers feminist and gender justice movements in all their diversity. It is a transformative space created by and for the movements. We hope to gather 2,500 in-person and 3,000 online/hybrid participants to network, build alliances, celebrate, and learn in a stimulating, emotive and safe atmosphere. This is the first time the Forum will have a hybrid nature with extensive online engagement and meaningful virtual participation.

AWID is looking to hire a creative Forum Communications Lead who is a communications generalist and a strong writer to work on the AWID Forum. Reporting to the Forum Deputy Director, this person will develop and implement a robust, global, activist-targeted communications and outreach strategy for the 2024 Forum.

7. MAJOR RESPONSIBILITIES

7.1 Branding and Communications Strategy:

- Implement the Forum brand for 2024 that reflects the Forum vibe
- Develop a Communications and Outreach Strategy to disseminate information in a timely way, and to generate excitement towards the Forum
- Create (write) materials about the Forum for other AWID initiatives to use, and to be included in Forum materials and tweaked for social media and other purposes

7.2 Forum Website Writing and Architecture, and App Text development

- Develop architecture for the Forum website and for the Forum App
- With Program teams, write forum thematic text (text about the programmatic elements of the forum, the themes we are discussing), and ongoing updates and content for the website
- With the Forum team, write functional text (text about visas and logistics, announcements, etc) for the Forum website
- Work with Forum team to develop text and visuals for the Forum app
- Work with the Forum team on the virtual forum, and all signage/text

7.3 Forum Marketing Communications

- Create and implement campaigns via email and social media, including writing text
- Do regular social media updates, to keep the Forum top of mind
- Develop multimedia materials as an adjunct to the text-based campaigns
- Work with membership and program staff to do outreach to specific people, groups, regions and movements
- Create synergies with other movements in the leadup to the Forum

7.4 Write and Produce Forum Publications, which include but not exclusive to:

- Registration Booklet (12-16 page booklet)
- Programme Booklet (around 50 pages, book)



7.5 Team and organizational leadership, development and support

- Ensure the timely and effective implementation of deliverables linked to individual work plans, including all activities, reports and evaluations.
- Develop professional development objectives, monitors individual work plan, timesheets, staff expenses, and other HR and admin requirements
- Seek guidance and works towards setting and meeting own SMART performance objectives
- Participate and contribute to the Forum coordination and planning meetings
- Explore new ideas for improving management of duties and enhancing one's own capacity
- Carry out any other relevant tasks as required by, and mutually agreed with the your line manager

POSITION SPECIFICATIONS

Essential Values and Competencies

- Value a feminist intersectional framework and its implications for organizational practices and committed to the principles of feminism, anti-oppression.
- Integrity, Transparency and Accountability
- Critical thinking and analysis
- Strategic risk management
- Ability to build strong trust-based interpersonal relations across the organization

Essential Knowledge, Skills, Abilities & Experience

- At least 5 years experience in Communications and Outreach
- Background in Organizational Communications, preferably at a nonprofit or social justice organization
- Experience creating and implementing multi-faceted communications strategies
- Experience in event-focused campaigns an asset
- Excellent writing skills, with an ability to craft on simple, clear, effective, friendly communications messages for diverse audiences
- Experience working work with images and video (multimedia) as well as text
- Knowledge of, and experience with, the design and print production process
- Knowledge of feminist organizations and issues an asset
- High levels of creativity; innovative and original thinker
- Strong design sensibility; knowledge of design principles

Desirable Knowledge, Skills, Abilities & Experience

- Flexible; able to work with multiple stakeholders within AWID
- Strong writing skills: Can craft simple, clear, effective, and friendly messages for diverse audience
- Strong editorial abilities: can take text and improve it, make it more engaging
- Audio and video editing abilities an asset



Please Note: The above JD contains the main responsibilities and duties of this position. However in an ever evolving organisation such as AWID, staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks that are reasonably allocated to them but which are not part of their regular JD. Where any task becomes a regular part of staff member's responsibilities, the JD should be changed in consultation between the manager, the staff member and the responsible HR person. Any one of the three may initiate the consultation.