



Terms of Reference Communications Officer

1. Profile

Centre for Equality and Justice (CEJ) is a women's organization based in Colombo, working primarily with Sinhala, Tamil and Muslim women affected by war and political unrest. CEJ's mission is the achievement of gender justice so that men, women and gender minorities live in a society that is free, just and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women's advancement and economic empowerment, advocating for the commitment to international human rights standards and fostering partnerships with grassroots level women's networks.

2. Responsibilities

- Participate in and monitor comms related project activities in order to create timely communication and media content.
- Develop content for press kits, media releases, newsletters and other communication materials related to project implementation.
- Support project teams with:
 - a) Data management assistance for comms related deliverables.
 - b) Planning and executing social media campaigns in consultation with project teams and CEJ Executive Director.
 - c) Plan and budget communications related deliverables within each project.
 - d) Promote content on social media and ensure digital visibility.
 - e) Generate accurate, detailed reports covering analytics and narrative explanations of social media campaigns.
 - f) Ensuring all content is generated/collected/created with concepts from featured parties and is in line with CEJ's processes of review and approval.

- g) Ensuring that the project team has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc.
- h) Stepping in to review content, proofread and fact check when necessary.
- Travel out of Colombo to project locations when required to accompany CEJ staff or to gather stories for comms related activities from the field identified by CEJ's field partners and officers.
- Assist with project activities linked to communication as and when required. Including digitizing activities when required.
- Support with Monitoring and Evaluation measures on communications related measurables both at project and programme level.
- Support CEJ's organizational functions such as:
 - a) Contributing to project proposal writing on communications and outreach elements for projects and other related content.
 - b) Building relationships with key media institutions and keeping them informed of progress, findings and recommendations.
 - c) Ensuring rapid and accurate information dissemination to national and local media, and other appropriate audiences.
 - d) Developing and customizing actionable communications plans in line with CEJ's goals.
 - e) Supporting data management and administrative tasks which require internal communications elements.
 - f) Be responsible for bringing innovative best practices for the effective dissemination of information for awareness and fundraising purposes.
- Improving CEJ's visibility and brand personality by:
 - a) Generating and compiling content such as Annual reports, Newsletters, Photo galleries and other material for a variety of audiences.
 - b) Maintain and manage CEJ's social media pages and website with timely updates and fresh, relevant content.

3. Qualifications and experience

- Education:
University Degree preferably in Communications, Journalism or any other related field.
- Experience:
 - o At least 2 years experience in the field of communication or journalism with special attention to social media campaign design and implementation.
 - o Proven expertise in developing and implementing communication strategies at the institutional/national level.
 - o Proven ICT skills.
 - o Demonstrated experience developing, editing and overseeing layout of publications and content management for websites and social media.

- Language Requirements:
Fluency in written and spoken English and Sinhala/ Tamil.

4. Duration

A period of one year from September 2021-September 2022.

5. Remuneration

An attractive monthly salary based on relevant experience and qualifications. Travel, food and accommodation costs for field visits will be covered by the Organization.