

DE-SUUNG
Guardians of Peace



Media and Communication Officer
Terms of Reference

1. Overall JOB DESCRIPTION



Designation:	Media and Communication Officer
Division:	De-suung Secretariat
Reports to:	Director General
Duty Station:	De-suung Headquarter, Thimphu
Duration:	One year on secondment with possibility of extension
Education background:	Bachelor's degree/ Masters in Communications / Journalism / Public Relations / Media / Marketing.
Remuneration:	From Parent Organisation

2. JOB RESPONSIBILITY



Primary Responsibilities:

- Collaborate with management to develop and implement an effective communications strategy based on our target audience;
- Plan and create communications content to promote effective communication among De-suung with different media channels. ;
- Create editorial content (stories, photos, advocacy images, audio, video, info graphics, etc.) in cooperation with concerned department/divisions and adapt for media pitching, web and social media, posting daily to respective channels;
- Develop multi-media communications materials, including press releases, blog posts and social media content;
- Suggest responses to media inquiries and develop strong media ties to confirm widespread outreach to public and stakeholders;
- Ensure that all communications are align with the existing rules and regulations of relevant authorities;
- Maintain digital media archives including photos and videos and maintain records of media coverage and collate analytics and metrics;
- Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web, photo etc.);
- Monitor and evaluate the use and effectiveness of media materials;
- Ensure increase in followers/likes annually for all social media pages;
- Update and manage De-suung's website continuously to improve the design of the

website, ensure key deadlines are met for the dissemination of time-sensitive content;

- Timely updates and monthly reports on improvements and content plans;
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization;
- Maintain records of media coverage and collate analytics and metrics;
- Any other duties and responsibilities assigned by the supervisor from time to time.