

The Civil Society Forward (CSF), a two-year program implemented by the Institute for Sustainable Communities (ISC) and funded by the United States Agency for International Development (USAID) seeks a:

Communications Specialist
Based in Belgrade, Serbia

Background:

The Civil Society Forward is two-year, USAID-funded program with a goal to strengthen the effectiveness and sustainability of the civil society sector by:

- Supporting effective advocacy at the national level on issues of critical importance for meeting EU standards and advancing Serbia's democratic development.
- Promoting local advocacy and civic engagement at the grassroots level across Serbia, bringing along informal initiatives and new actors able to take on increasingly sophisticated advocacy issues.
- Strengthening the sustainability and effectiveness of a core group of CSOs and their networks to serve as the foundation of sustainability of the sector over the coming years and decades.
- Improving the quality and variety of philanthropic tools available to the CS sector and its ability to deploy them for increased local philanthropy.

Scope of Work:

The Communications Specialist will work closely with all CSF staff and CSF grantees to ensure that the project meets all internal and external communications requirements and maintains a high level of visibility across Serbia. In this role, he/she will liaise with all relevant staff to translate their activities into appropriate communications tools and packages. The Communications Specialist will be primarily responsible for coordinating all internal and external communication for the project, designing appropriate communication tools and messages to increase the visibility of all project activities, building the communications-related capacities of CSF grantees, and for liaising with other CSF staff and ISC Home Office in Vermont around organization-wide communication plans and activities.

Responsibilities:

- Create and ensure implementation of CSF's visibility strategy and communications plans
- Coordinate internal and external communications activities in line with ISC and USAID communications protocols
- Organize all project-related press conferences, public events and outreach activities on behalf of ISC, including preparing press releases and background documents (scene-setters/briefing books and talking points)
- Develop, maintain, and update content of CSF communications tools, including the digital tools (CSF web-site, Facebook page, Youtube channel, etc.), as well as project leaflets, brochures, and other promotional and visibility materials
- Identify and write success stories in collaboration with other ISC Team members, partners, etc.
- Provide communications-related technical assistance and guidance to CSF grantees, including leading orientation sessions for grantees on CSF communications expectations, supporting Capacity Building Director and other staff members to develop communications-related capacity building goals for grantees, developing curriculum content and materials for PR and media trainings, and providing direct capacity-building assistance to grantees as required
- Provide advice and technical assistance to Partner Managers and CSF Program Team on communications-related topics, such as identifying proposals with strong media and outreach potential and evaluating and approving grantees' communications plans and promotional activities
- Advise CSF grantees in the planning and organizing of project-funded initiatives and events that may include ISC and USAID participation, and help them to develop, implement and coordinate their PR and visibility activities
- Ensure that all visibility and promotional materials produced by CSF grantees are archived
- Maintain contact with USAID Communications Department and with the US Embassy Office of Public Diplomacy, particularly with respect to protocol updates/changes or specific communications needs
- Work with all CSF staff to ensure proper implementation of USAID and ISC branding strategies
- Maintain regular and close contact with media representatives that represent diverse audiences across Serbia
- Coordinate and oversee media appearances by CSF staff
- Other duties as assigned by supervisor

Qualifications:

- University degree (BA) in Communications, Journalism, Social sciences or related field
- Excellent command of written and spoken English
- Computer literacy (MS Office and graphic applications, e-mail, internet)
- Ability to think strategically with strong analytical skills
- Creativity, excellent facilitation, communication, drafting and reporting skills
- Minimum ten years of professional experience; including a minimum of seven years' experience with media relations, advertising, design of promotional campaigns and activities, or other relevant topics
- Specific communications and outreach experience in the fields of civil society, advocacy and philanthropy
- Specific experience conducting communications and outreach activities for USAID- and other donor-funded programs is desirable
- Previous work experience designing and implementing communication strategies and coaching in relevant areas is desirable
- Previous experience in the context of the strengthening communication and advocacy capacities of civil society organizations in Serbia strongly preferred
- Serbian citizenship is required

Relationships: The Communications Specialist will be supervised by the Deputy Chief of Party and has no direct supervisees. He/she will work closely with the Partner Managers, Capacity Building Director and Program Sustainability and Evaluation Director in his/her cross-cutting role coordinating their respective communications activities and representing CSF activities as a whole to external audiences. In conjunction with Partner Managers, he/she will also liaise directly with core partners around their PR and communications requirements and capacity-building goals for CSF and for USAID. The person in this position will also be expected to liaise closely with the ISC Home Office and with USAID.

To Apply

Interested candidates should submit a CV and one-page cover letter explaining how their qualifications match the requirements of the position to: isc2013@iscserbia.org
Please indicate in the subject of your email "Communications Specialist".

Deadline for applications is end of the day Monday, May 20, 2013

Please note that only short-listed candidates will be contacted for an interview.
No telephone enquiries please.