

Terms of Reference

RISE Programme in Indonesia is now recruiting for the position of:

Job Title: **Communications Officer (Full Time)**

Terms of Employment: 2 years fixed terms contract with a possible 1 year extension

Work Location: Jakarta

Reporting to: Programme Manager

RISE Programme in Indonesia (RISE) is an education research program led by The SMERU Research Institute, funded by United Kingdom's Department for International Development (DFID) and Australian Government's Department of Foreign Affairs and Trade (DFAT). In this five-year research program, SMERU is partnering with the Amsterdam Institute for Global Health and Development (AIGHD) and the Mathematica Policy Research (Mathematica) to identify issues of Indonesia's education system and to encourage changes in components of the education system, which is a necessity for improving learning outcomes. RISE Programme in Indonesia specifically monitors the implementation of teacher reform in decentralized Indonesia and reviews how far the teacher reform can improve learning outcome.

Under the overall guidance of the Programme Manager, the Communications Officer will lead the implementation of the Research Outreach and Impact (ROI) strategy of RISE, as well as contribute to the implementation of the overall SMERU Research Institute communications strategy. The candidate will also work in close consultation and coordination with SMERU researchers, as well as SMERU's Communication Officer and Institute Secretary.

Tasks and Responsibilities

- a. Contribute the production and distribution of multimedia communications materials for RISE and SMERU, specifically to:
 - conceptualise and design high quality multimedia communications materials, such as infographics and short videos
 - design publication brochures, leaflets, scripts and presentations in an engaging, visual format.
- b. Contribute to the content of RISE and SMERU website, and dissemination of information through social media platforms, specifically to:
 - manage website content, including regular review of existing content and commissioning new content
 - write blog posts on RISE research in a layperson language
 - manage SMERU's social media platforms
 - monitor and evaluate website and social media responses, through social and google analytics, including the success and failure of research outreach

- c. Contribute to the development of the promotion and media strategy to raise RISE and SMERU profile locally and internationally, specifically to:
 - act as the point of contact and spokesperson to the media; plan events or press conferences, write and issue press releases, arrange interviews and compile press kits, and, when requested
 - perform ‘damage control’ in cases of incorrect publicity
 - monitor publication review sites and the press to assess responses and comments to build positive attitude
 - analyse media monitoring to assess the effectiveness of media strategies and inform future proactive and reactive research outreach
- d. Ensure the effective implementation of the RISE ROI and SMERU stakeholder management strategy and plan, such as:
 - initiate and maintain regular close relations and communication with RISE funding agencies, RISE contractor, partners, advisory committees, consultative stakeholders, relevant stakeholders and wider public.
 - conduct regular outreach activities to promote the work of RISE and SMERU to all major bilateral and multilateral donors so that they are kept regularly informed about our work.
 - monitor stakeholder engagements to assess responses and comments to build positive attitude.
 - build strong networks with the media (print, digital, TV and radio.)
- e. Contribute to the monitoring and evaluating of ROI and SMERU’s communication’s strategy.

Desired Qualifications:

- a. Masters degree in media/communication studies, journalism, public relations or other related social sciences, with at least three years of relevant experience, or Bachelors degree with at least five years of relevant experience
- b. Working experience in the education and socio-economic sector with national or international level NGO/Think Tank
- c. Advanced written and spoken communication skills in Bahasa Indonesia and English;
- d. Advanced skills in graphic design, publishing and layout, and photo database management;
- e. Experience in the creation of infographics and graphic maps;
- f. Proficiency in Adobe Creative Suite applications, preferably InDesign, Photoshop, Illustrator, Premier and After Effects;
- g. Experience of producing copy across all media, of promoting social media (Facebook, twitter, LinkedIn, YouTube, etc), and knowledge of Search Engine Optimization (SEO), and use of Google Analytic or other website tracking systems;
- h. Excellent knowledge of the regular Microsoft Office applications and web content management systems is an asset.

Qualified and interested applicants should send 1) cover letter addressing the qualifications stated above, 2) detailed resume, and 3) contact details of three referees **no later than 26 November 2017**.

Applications should be sent to jobapplication@smeru.or.id with mentioning the position title in the subject of the email.

Only short listed candidates will be contacted.