

Communications Officer

Background and Introduction

International Women's Rights Action Watch, Asia Pacific (IWRAP Asia Pacific), founded in 1993, is a women's human rights organisation based in Kuala Lumpur. We work with women's rights organisations and a range of other institutions to bridge the gap between the promise of women's human rights articulated in the United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the actual realization of these rights. IWRAP Asia Pacific's core programme, the From Global to Local, encourages civil society organisations' engagement with the CEDAW Committee in the CEDAW review process, and supports these organisations to directly bring their issues of concern into the dialogue in Geneva, and then follow up these issues with their governments, so that state obligations are implemented. The CEDAW review process itself with the active participation of Civil Society Organisations (CSOs) is the outcome of successful lobbying by IWRAP Asia Pacific over many years.

To inform and strengthen the From Global to Local programme, IWRAP Asia Pacific makes sure that we and our partners keep abreast of changes in the economic, social, political and cultural issues that influence women's rights at a national, regional and international level. We do this through thematic areas of work designed to understand and interrogate the contextual factors that affect women's human rights and their lived experience on the ground. They include programmes on Business and Human Rights, Women's Economic Rights, Conflict, Violence Against Women, Universality and Fundamentalism/Extremism and also a thematic programme on the Sustainable Development Goals (SDGs). The latter is focused largely on keeping the issue of the indivisibility of women's human rights within the radar of the discussion on the SDGs, not just in terms of Goal 5.

The thematic programmes also aim to encourage the CEDAW Committee to be updated on the priorities in the women's lives, particularly the lives of women in the margins. Over the years, the CEDAW Committee has been exposed to different issues, through the participation of marginalized women in the From Global to Local programme and CEDAW Review, as well as through thematic briefings, and participation in expert group meetings organized by IWRAP Asia Pacific.

IWRAP Asia Pacific works through a team of 12 persons based in Kuala Lumpur, and a network of women's rights activists who act as resource persons to the organisations work. Communications is an essential aspect of IWRAP Asia Pacific's work, in terms of our advocacy, support to women's rights groups and broadening the constituency for the respect, protection and fulfilment of women's human rights.

The Communications Officer

The Communication Officer will work closely with IWRAW Asia Pacific's Programme Officer who was responsible for the organisation's overall information and communication work, and who has led the development of the organisation's communication strategy, with a view to taking on all the responsibilities for implementing the strategy.

She will report to the Executive Director, but be closely mentored and coached by the Programme Officer (Sustainable Development)

The communication strategy identifies key audience groups, and focuses on the most appropriate means of communication with them. It also focuses on the inflow of information to the organisation, ensuring that the IWRAW Asia Pacific team continues to be up to date on issues that affect gender equality and the lived experience of women, especially women in the global south, and women who face intersectional forms of discrimination.

Key Responsibilities

Overall

- Take responsibility for day-to-day activities of the implementation and monitoring of IWRAW Asia Pacific's Communication Strategy
- Collect information required to make the periodic assessments on how communications support the organisation's partners and leverages the issues of substantive equality and non-discrimination.
- Contribute to the organisational thinking around IWRAW Asia Pacific's core work around CEDAW, and the thematic areas.

Knowledge and Information resources

- Coordinate the production and dissemination of information resources including publications, training manuals and videos, infographics; the CO can also engage in their production.
- Support the development, editing and presentation of working papers and other written outputs
- Coordinate the organisation's strategies for sharing knowledge and its presence in the blogosphere, facebook, twitter and whatever other platforms that are considered appropriate, taking into account and being aware of the politics of this presence
- Be responsible for keeping the website updated
- Support the development of the e-learning platform for IWRAW Asia Pacific's being developed by the team involved in the Law and Litigation programme.
- Track and report on metrics of all knowledge and information resources and their dissemination, as well as soliciting feedback from IWRAW Asia Pacific's partners to ensure that they continue to be relevant and useful.

Support to Advocacy

- Support regional and international advocacy by working with the programme team to identify advocacy targets, develop advocacy messages and their communication

Support to Fundraising & Donor liaison

- Engage with the development of IWRAW Asia Pacific's monitoring system to generate stories of impact
- Generate information on funding opportunities and donor intelligence for sharing with the team
- Support in the writing, editing and presentation of donor proposals and reports

Financial

- Track communications expenses in line with IWRAW Asia Pacific's financial policies and processes

Qualifications and Experience

The Communications Officer must be a keen information seeker, with an interest women's human rights, gender equality, CEDAW and other areas of IWRAW Asia Pacific's work. She also needs to be aware of the implications of changes in Information and Communications Technologies (ICTs) and new media, and the way in which IWRAW Asia Pacific's target audience access and process information.

Key requirements

- Passion for, commitment to, and understanding of women's rights issues and willing to learn about CEDAW and its usefulness in progressing the women's rights agenda.. A prior working knowledge of CEDAW will be an advantage
- At least two years of relevant experience;
- Degree or equivalent in communications, journalism, English studies. A Degree in law, social science will be an advantage.
- Demonstrated capacity to engage with new media and technology/online interventions and experience in implementing social media strategies; ability to use new information and communication technology and social media as principal channels for advocacy, media engagement and outreach;
- Knowledge of design software, video production, website management and photography, especially experience managing on-line communications using content management systems and working with programmers to customise sites for higher functionality; website development skills an advantage; any experience of e-learning platforms an advantage
- Excellent written, interpersonal and presentation skills in English are non-negotiable; strong research and analytical skills an advantage;

- Demonstrated capacity in the development, editing and production of publications and digital resources for a variety of audiences an advantage
- Broad-based media/communications experience, including in maintaining relationships with the corporate and alternative media, developing information media resources and products, and organising events an advantage;
- Experience in drafting annual reports and donor reports an advantage;
- Organised, with the ability to manage periodic high workloads; ability to prioritise and can work effectively, efficiently, diplomatically and calmly; and can quickly understand and optimise new skills, processes and procedures;
- A team-player, displays initiative, results-oriented, known for quality work, works with integrity, and treats people with fairness and respect