

# Terms of Reference

## Outreach & Communications Specialist

For a potential development project in the Marrakech Safi region, we are seeking qualified candidates with this profile :

### Scope of Work and Responsibilities

- Proactively develop cutting-edge media materials, including videos and social media products
- Organize outreach materials to ensure there are enough products on hand to be responsive to requests for information from the project staff, Embassy Public Affairs, press and USAID
- Shoot and edit videos of the program
- Solicit information for success stories from project managers and implementing partners.
- Responsible for the ongoing design and update of the USAID/Morocco internal and external websites.
- Collect and organize content for the USAID/Morocco website and social media in coordination with project staff and implementing partners.
- Solicit information from the project staff to prepare and distribute quarterly reports to USAID and partners.
- Manage the project's communications information systems
- Solicit input from USAID, teams, and partners to help establish and maintain a database of project lists, partner lists, photo archives, presentations, site visit kits, press kits, etc
- Monitor and ensure a regular supply of current outreach materials
- Manage, organize and update the project's photo library
- Write press releases, speeches, and talking points as required
- Write and organize background briefings for media
- Coordinate with various partners and USAID teams to write and/or edit articles for globally distributed USAID news publications.
- Assist in reviewing the press for development topics and USAID news, prepare press clips and forward to the COP and the MEL Manager for the latest information on crucial topics
- Expected to be proactive and offer innovative ideas for the project's promotion events

### Qualifications:

- A bachelor's degree is required. A degree in the field of communications, public relations or a related area is desirable. Masters level education in the related fields of journalism, communications or public relations is advantageous
- At least 3 years of relevant work experience in the field of public relations and corporate communications, demonstrating increasing responsibilities and knowledge
- Knowledge of MS Office software, web design, HTML and other media software packages (i.e. Photoshop, video editing software)
- Experience using Facebook, Twitter, and YouTube (preferably for organizational outreach)
- Capable of crafting information messages in various media formats (press releases, websites, video, etc.) targeting a variety of audiences
- Working knowledge of media relations, publishing and events planning fields
- Strong organizational skills, analytical abilities and initiative to prioritize and complete tasks and manage multiple projects with minimal supervision
- Ability to establish and maintain collegial relations with press and media contacts, and to use sound judgment in presenting development programs to the press, media and external audiences