



JOB DESCRIPTION

Communication and Public Affairs Specialist

Position: Communication and Public Affairs Specialist

Organization: IDMAJ Foundation for Development

Location: Casablanca, Morocco

The IDMAJ Foundation for Development is seeking an enthusiastic and skilled Communication and Public Affairs Specialist to contribute to the success of our cultural and community centers. As the Communication and Public Affairs Specialist, you will play a crucial role in enhancing our outreach efforts, promoting our programs, and strengthening our relationships with diverse stakeholders.

Responsibilities:

1. Strategic Communication:

- Develop and implement strategic communication plans that align with the IDMAJ Foundation's mission and values.
- Craft compelling narratives and messaging to effectively communicate the impact of the cultural and community centers.
- Collaborate with the leadership team to ensure consistent messaging across various channels.

2. Public Affairs and Stakeholder Engagement:

- Establish and nurture relationships with local organizations, government agencies, artists, and community leaders to foster collaboration and support.
- Monitor relevant social, political, and cultural developments to identify opportunities for the centers to engage and contribute positively.
- Represent the centers in external meetings, events, and partnerships to increase visibility and impact.

3. Media Relations:

- Foster strong relationships with diverse community stakeholders, including local organizations, artists, cultural institutions, and government agencies.
- Actively engage with community members to understand their needs, interests, and aspirations, and incorporate their perspectives into the center's programming.
- Implement initiatives that promote inclusivity, diversity, and accessibility within the center.

4. Content Creation and Digital Presence:

- Create engaging content, including articles, blog posts, videos, and social media updates, to highlight center programs and success stories.



- Manage the centers' social media accounts, website and Idmaj Radio to ensure a dynamic and up-to-date online presence.
- Monitor and analyze digital engagement metrics to refine communication strategies.

5. Community Engagement Support:

- Collaborate with program teams to develop communication strategies that align with program objectives and enhance community engagement.
- Assist in organizing and promoting events, exhibitions, and performances to maximize attendance and community participation.

Qualifications:

- Bachelor's degree or equivalent in communications, public relations, journalism, or a related field. Additional relevant certifications are a plus.
- A minimum of 3 years of experience in communications, public relations, or related roles, preferably within cultural institutions or community development organizations.
- Excellent written and verbal communication skills in Arabic, English and French.
- Demonstrated ability to build and maintain relationships with diverse stakeholders, including community members, media, and partners.
- Proficiency in using digital communication tools, social media platforms, and content management systems.
- Strong organizational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Creative thinking and problem-solving skills, with a proactive approach to communication initiatives.
- Knowledge of cultural trends, community engagement strategies, and best practices in public affairs.
- Passion for promoting cultural diversity, community engagement, and social inclusion.

Application Process:

To apply, please submit the following documents to HR@idmaj.foundation:

- A detailed resume or curriculum vitae (CV).
- A cover letter highlighting your relevant experience and explaining your interest in the position.
- Samples of your previous communication work, such as press releases, articles, social media content, or other relevant materials.

The IDMAJ Foundation for Development is an equal opportunity employer and encourages candidates from all backgrounds to apply. Applications will be reviewed on a rolling basis until the position is filled. Only shortlisted candidates will be contacted for further evaluation.



Note: The responsibilities and qualifications mentioned above are intended to provide a general overview of the position and should not be considered an exhaustive list. The Communication and Public Affairs Specialist may be required to perform additional tasks as assigned by the IDMAJ Foundation for Development to meet evolving communication needs.