



Job Title: Communications and Content Development Officer

Report to: Country Director.

Background

EcoPeace Middle East is a unique trilateral environmental organization. Our primary objective is the promotion of cooperative efforts to protect our shared environmental heritage. In so doing, we seek to advance both sustainable regional development and the creation of necessary conditions for lasting peace in our region.

Job Purpose: Create dynamic content for targeted communications with stakeholders and beneficiaries of EcoPeace's programmes, and long-term follow up (targeting past participants) on social media, website, online platforms, mailing lists, newsletters and other social media platforms. Act as the point of contact, maintaining the image of the organization, gaining publicity and disseminating information for members of the press and other media representatives.

Responsibilities include:

- Develop, implement and evaluate EcoPeace media strategy in consultation with the Directors
- Develop proactive media opportunities inline with EcoPeace's programs
- Review all projects of the organization to identify and develop plans for media and social media campaigns (written and visual) either as part of project plans or as necessary for the successful implementation of projects
- Collaborate with the team to produce polished, attention-grabbing communication content for internal and external messaging including blog posts, newsletters, email campaigns, digital ads and social media posts.
- Produces written content for promotional materials (English and Arabic).
- Write and distribute media releases and op-eds for printed and digital press (English and Arabic).
- Research Environmental news and other materials for content ideas
- Track analytic progress of written posts and email campaigns, use results to make adjustments to reach optimal performance.
- Maintaining and updating a database of media contacts. Furthering good relations with key journalists, particularly environment and education correspondents.
- On-going media monitoring and advising staff on relevant stories.
- Producing monthly reports about media progress and plans

Social Media:

- Take responsibility to lead all social media efforts (in English and Arabic): Facebook, Twitter, blogs, etc, as well as the Arabic Website of the organization.
- Support the preparation of the organization's newsletters.
- Building Success stories and publish it in agreement with the director.
- Implement other tasks as requested by the director.
- Assisting other staff as needed in preparation for large events, conferences, etc.

Visual and Audio Content Development:

- Collaborate with the team to establish a strategy of audio and visual material needed in support of project activities
- Production of visual and audio material in-house where possible with available resources.
- Ability to work and coordinate with production outsourced companies when required for the production of visual and audio material.

Personal Experience and Qualities:

- Degree in media, marketing or equivalent field. A master degree is a plus.
- Experience 3-5 years with social media content, blog posts, newsletter creation and other content
- Professional experience in content creation
- Experience using data to influence decision making.
- Proven ability to develop content in a balanced appropriate language that is in line with the surrounding developments and consistent with the vision and goal of the organization.
- Ability to adapt quickly to changing priorities, take initiative, work with a high sense of urgency and pay close attention to detail.
- Ability to develop productive relationships with colleagues and media agencies at all organizational levels.
- Ability to consistently and positively contribute in a high-paced, changing work environment with the ability to prioritize multiple functions and tasks, and manage time efficiently.
- Familiarity with office productivity tools, web based recruiting technologies and Google Apps.
- Excellent verbal and written communication skills in English and Arabic; fluency in other languages a plus
- The ability and willingness to work from the field to ensure comprehensive coverage of events when necessary

Salary: Negotiable based on qualifications and experience

Application: Interested applicants shall submit their CV's and cover letters to EcoPeace's Human Resources Manager at nour@ecopeaceme.org **by the 9th of August, 2018.**