

# ***Western Balkan's Regional Platform for advocating media freedom and journalists' safety***

## **Terms of References**

**Position:** Online Communication Expert - OCE  
**Reports to:** Online Communication Coordinator – OCC (IJAS - Milos Colovic)  
Project Coordinator - PC (organization)

## **Purpose of the job**

Online Communication Expert is responsible for implementation of *Western Balkan Platform (WBP) Online communication strategy* securing Project and organisation's online visibility. All tasks and duties of OCE derive from IJAS contract with European Commission, are reflected in IJAS contract with organization and *WBP Online communication strategy* that will be jointly produced. Its purpose is to maximise visibility of organisation's efforts and actions related to project *Western Balkan's Regional Platform for advocating media freedom and journalists' safety* using social media and other relevant online tools.

Online Communication Expert - OCE will

- Participate in finalizing *WBP Online communication strategy* bearing in mind specific needs and constraints of the country
- Produce *National online communication strategy* in close cooperation with OCC utilising all resources offered by the Project and organisation itself.
- Implement *WBP Online communication strategy* and *National online communication strategy* that, among other, include:
  - Working closely with SEWP Researcher who publishes on [www.safejournalists.net](http://www.safejournalists.net) platform and coordinate promotion of the platform content
  - Daily drafting relevant posts in national languages (news, press released, quotes, events etc.) and publishing the using organisation's Twitter and Facebook account as well as YouTube and other tools of communication as defined by the *Strategy*
  - Production or identification of relevant visuals to accompany posts (in accordance with national copyright law)
  - Monitoring of relevant national social media and react in accordance with *WBP Online communication strategy* (re-posting, liking, commenting, giving information etc.)
  - Monitor/'follow' specific target group members in accordance with Strategic ad Advocacy plan (to be produced in the first quarter of 2017)
  - In coordination with OCC and with written permission of PC develop a promotional budget and implement it

- Be responsible for organisation's online presence during organisation's public events (tweeting and posting on Facebook), including taking photos
- Be responsible for organisation's online presence during public events the organization participates in (tweeting and posting on Facebook), including taking photos. This may be done through instructions to organisation's representative on the event.
- Suggest relevant online influencers to be included in the upcoming actions
- Assist SEWP Researcher in monitoring violation of journalists' rights
- Produce and maintain a list of relevant national and international stakeholders in a form of a mailing list
- Produce national monthly newsletter to be sent to national stakeholders in cooperation with Project Coordinator and SEWP Researcher
- Provide content to be included in Regional newsletter in English sent by CJA monthly in cooperation with Project Coordinator and SEWP Researcher
- Produce short films, audio material and illustrations for the online platform and social media in cooperation with OCC and his support (ad hoc interviews at the events, photos, info-graphics, etc.)

### **Line management**

Online Communication Expert is primarily responsible to Project Coordinator in charge of organisation's role in the overall Project activities, followed by Online Communication Coordinator (OCC) from IJAS responsible for Project's online presence.

Should there be a conflict between tasks delegated by PC and OCC, those delegated by PC take priority with OCC knowledge.

These and additional tasks are delegated in written, via email or during meetings, as stated in agreed minutes or in person, confirmed by corresponding email.

### **Decision making**

Online Communication Expert is authorised to make everyday decisions in line with *WBP Online communication strategy* and *National online communication strategy*

Decisions that must be approved by the PC include:

- a. Answering specific sensitive posts, if those are not already predicted by the Strategy
- b. Posting or re-posting potentially sensitive and counterproductive posts
- c. Decisions regarding lack of or difficult communication with the OCC
- d. Deviations from the planned promotional budget (as agreed with PC)
- e. Other decisions proscribed by PC

If PC is not available, organisation should delegate a person who will take over her/his duties regarding these actions.

### **Reporting and archiving duties**

Online Communication Expert should produce and diligently archive the following:

- Reports regarding relevant online and social media statistics
- Reports regarding her/his activities, reach and results
- All media content produced as a part of the engagement

### **Competences:**

Online Communication Expert must have:

- Good knowledge of working on computer, using social networks and internet
- Experience in creating and managing social network pages (minimum two years)
- Excellent knowledge of national language grammar and writing skills
- Experience in managing Facebook Ads campaign
- Medium level of visual production tools (Photoshop)
- Experience in any video editing software
- Basic communication skills in English language