



AWAZ-E-NISWAN

Communications Consultant

Terms of Reference (TORs)
(URGENT REQUIREMENT)

Organizational Introduction

Awaz-e-Niswan (AAN) is a membership-based non-partisan network, incorporated as a non-profit with the Securities and Exchange Commission of Pakistan in November 2017. AAN aims to increase the visibility and influence of women voters and their issues among duty bearers.

In order to pursue its goals for the strategy of next three years, AAN is seeking help of an experienced communications consultant (short term) to assist them in devising a robust communication strategy for maximizing the impact of its interventions.

Key Deliverables

The communications consultant is responsible for maximising the AAN's and network to communicate its message and work effectively, both internally and externally.

The role will primarily be responsible for:

- Developing AAN's communications strategy for the next three years, in particular building on our network of members, partner organizations and volunteers spread across the country that support women empowerment agenda of AAN.
- taking lead on improving website, content development and updation on regular basis
- responsible for designing and developing all sorts of publications (print + digital). It includes newsletters, periodic reports, annual reports, case studies and need based documents and reports.
- devising a mechanism for effective use of relevant social media (facebook, twitter linkedin, Instagram, etc.) channels as part of external communication strategy
- developing communication material for all sorts of AAN's trainings and events.
- Editing support as and when needed. Preparation of press releases if needed.
- Devising a system for maintaining AAN secretariat's graphics and image bank and creating graphic content as required.
- Monitoring media coverage of AAN events and keeping colleagues up to date on relevant developments.

Required skills, qualifications and competencies

A communication expert having advanced degree in communications, journalism or any other relevant discipline, with broader knowledge of development sector issues. At least 5 years' experience in the development sector with hands on experience in advising clients on developing a wide ranging communications strategy, designing and publishing high quality communication materials, handling social media platforms, communication material development for multiple stakeholders in the international / national NGOs environment. Experience of design softwares, such as InDesign and/or Adobe Illustrator, as well as printing and production processes would be an advantage. High level of IT competency, including with Wordpress, and database or CRM systems. Dynamic self starter; highly motivated, comfortable in taking initiatives and able to work with minimum supervision. Women candidates are strongly encouraged to apply.

Period of assignment

01 December 2020 till 31 January 2021 with a potential to convert into a long-term employment.

Reporting lines for this assignment

The consultant shall directly report to the Executive Committee and the Executive Director.

Mode of payment

The payment as per agreed timelines shall be made through crossed cheque.

How to apply?

Email your CV with cover letter and 'Communication Consultant' in subject line to: HR@aan.org.pk. This is an urgent requirement therefore applications will be assessed on a rolling basis till the deadline of 27 November 2020.