



RFL Liaison Officer

Duration:

1 year part-time

Direct report:

Programme Director/Coordinator

Summary of key functions:

The RFL liaison officer will ensure that RFL's values and work are correctly and effectively communicated both internally and externally and that RFL's operational environment, projects and project outputs are as inclusive (accessible) as possible based on the core international human rights instruments. The Liaison Officer will also provide the RFL team and its project partners with support to the development and implementation of strategic plans in the areas of communications, promotion, marketing and building and maintaining professional partnerships.

Tasks include:

Building strategies, monitoring and evaluation

- To facilitate the development of branding guidelines which set out RFL's internal quality and style standards for communications and publications.
- To assist with the development and implementation of the relevant parts of the 2020- RFL strategic plan/work plan. This may include assisting the development and implementation of a communications/publication strategy (knowledge building and knowledge sharing) to enhance the organization's credibility, identity and to create greater project impact through better networking and new strategic partnerships.
- To provide support to the planning and implementing of timely monitoring and evaluation tasks where relevant and upon request.

General communications

- To conduct technical reviews of our communications materials and other publications to ensure that RFL's values and work are correctly, effectively and consistently communicated both internally and externally based on the standards set out in the branding guidelines.
- To develop speeches, public statements, advertisements and other publications including media releases in close collaboration with relevant RFL staff and/or partners.
- To develop or facilitate the development of reports and publications in collaboration with relevant RFL staff and/or partners.
- To manage website administration, social media and other transmission of information. This includes creating content such as writing project descriptions, journals, material for Facebook and facilitating the development, organisation and posting of photos and project videos in close collaboration with relevant RFL staff and/or partners.
- To communicate with project partners to ensure RFL's visibility (logo, statements) in all supported projects and events.
- To assist with identifying, recruiting and supervising technical resources and consultants as necessary.

Partnerships and project support

- To provide support to identifying and maintaining external partnerships upon request.
- To provide project partners with technical assistance in the area of communications, marketing and support raising. This may include, in close collaboration with our project partners, establishing and maintaining relationships with the key media and other potential supporters including those in the private sector in the countries where RFL operates in order to communicate, promote and raise local support for RFL projects.

Accessibility

- To implement and update selected accessibility recommendations for our website, social media and other materials. This includes communicating and working with our external service providers.
- To make suggestions for improving accessibility for our projects.
- To conduct researches and make suggestions to ensure the RFL team is updated on relevant accessibility issues.

Any other tasks as requested by the RFL programme director/coordinator.

Required qualification, experience and skills:

- Postgraduate university degree in communications, public relations or related field, or equivalent experience
- Minimum five years of progressively responsible and relevant professional work experience in communication, marketing, networking and communication strategy development, ideally in the international development / humanitarian sector.
- Technical competence in producing content for various media formats-print, audio, video, web etc.
- Advanced ability in creative writing, skills in writing reports and editing.
- Experience working in media relations
- Knowledge of project monitoring and evaluation
- Fluency in written and spoken English
- Fluency in Te Reo Māori or a Moana Oceania language and strong understanding of Tikanga Māori and/or tikanga of a Moana Oceania culture is an asset
- Knowledge of any of the countries or areas RFL works in and/or accessibility and disability issues is a significant asset.
- Applications are particularly welcome from applicants with disabilities.