



COMMUNICATION & SOCIAL MEDIA COORDINATOR

J-FLAG is seeking to employ a dedicated and multifaceted individual as a Communication & Social Media Coordinator to develop and implement a communication and social media communication strategy that promotes HIV testing, counselling, treatment access and adherence, as well as other relevant information around human rights and HIV prevention, treatment, care and support.

Application Deadline:	November 29, 2015
Interview Date:	December 8, 2015
Start Date:	January 4, 2015
Time Commitment:	Part-time (25 hours per week)
Expected Duration:	8 months

BACKGROUND

J-FLAG is the foremost organisation in Jamaica advocating for, and working to improve the human rights situation of lesbian, gay, bisexual and transgender (LGBT) persons. The organisation promotes social change by empowering the LGBT community, building tolerance for, and acceptance of LGBT people, and creating a foundation for policy and legislative reform.

J-FLAG is currently implementing the *Mitigating Risk and Enabling Safe Public Health Spaces for LGBT Jamaicans Project*, which seeks to foster the development of an enabling environment to increase access to healthcare among LGBT people and thereby safeguard their health and well-being.

The project addresses stigma and discrimination toward LGBT people, which adversely affect uptake of HIV services such as testing and treatment, adherence to ART, and access to other supportive services. The *Mitigating Risk and Enabling Safe Public Health Spaces for LGBT Jamaicans Project* is therefore aimed at ensuring key populations affected by HIV such as LGBT people, are able to seek essential HIV and AIDS services and support free from stigma and discrimination.

COMMUNICATION & SOCIAL MEDIA COORDINATOR

The Communication & Social Media Coordinator will lead the development and implementation of a Communication and Social Media Communication Strategy to promote human rights, HIV services such as testing, counselling, treatment access and adherence. The strategy should also increase access to information and educational materials related to gender-based violence, HIV prevention, treatment, care and support, and promote a culture of accessibility to HIV services.

RESPONSIBILITIES

The Communication & Social Media Coordinator will have the following responsibilities:

- Promote a better understanding of, respect and support for LGBT rights and issues by carrying out media, information and education activities
- Develop, maintain and update media relations contact list/database
- Ensure rapid and accurate information dissemination to the media
- Develop a comprehensive catalogue of information, education and communication materials related to HIV and human rights developed/produced by the Ministry of Health, J-FLAG and other stakeholders in the national HIV response;
- Conduct research to determine the most appropriate social media platforms for disseminating relevant information to reach the target audience;
- Facilitate Focus Group Discussions with Key Populations and conduct a desk review and assessment to identify social media platforms most used by target audience;
- Develop content for dissemination on social media and other channels;
- Manage the creation and implementation of content to sensitize Key Populations and other stakeholders;
- Oversee all design elements of the implementation of the strategy, that is, Facebook page, advertisements, landing pages, Twitter account, blogging sites, and any other platforms to be used;
- Schedule, Monitor and Analyse the placement of content online and evaluate the effectiveness of timing and placement;
- Develop guidelines and plans to assess and control the management of the social media platforms that will be utilized under the project and within civil society;
- Train and sensitize civil society stakeholders on using and managing their social media content;
- Disseminate content to civil society entities;
- Develop and Analyse campaigns and translate anecdotal, quantitative or qualitative data into recommendations and plans for revising social media campaigns;
- Design monitoring and evaluation mechanisms to effectively assess the success of the social media communication strategy;
- Support the organisation's communication strategy.

VALUES/GUIDING PRINCIPLES

- Performance Management
- Working in a team and with people of different backgrounds
- Analytical and strategic thinking
- Results oriented/committed to excellence
- Knowledge sharing/continuous learning

DESIRED SKILLS & QUALIFICATIONS

- Diploma or Associate Degree in Media & Communications, Marketing, Journalism, Public Relations or other related academic qualifications
- At least one year Social Media Marketing experience in the field of HIV, public health, social development, human rights, gender, or law.
- Effective communication of information and ideas (written, verbal and formal presentation skills)
- Digital literacy
- Proficiency in the use of a wide range of social media monitoring tools and solutions
- Experience in qualitative and quantitative reporting
- Excellent computer and administrative skills
- Experience in implementing social media strategies for non-profit organizations is desirable
- Knowledge of Jamaican laws and policies related to human rights and public health is an asset

Interested persons should submit a cover letter, writing sample and curriculum vitae to jobsattheforum@gmail.com with the subject line "Communication & Social Media Coordinator Application" by 11:00PM on Sunday, November 29, 2015. Only shortlisted candidates will be contacted.

For further information, please contact: Jumoke Patrick at 423-3536.