



**USAID**  
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**Job Title : Strategic Communications and Social Media Manager**

**Location : Colombo, Sri Lanka**

#### **Background**

Sri Lanka aspires to foster inclusive, entrepreneurial, and technologically-based economic growth while developing into a regional hub for maritime logistics and distribution. PARTNER complements this ambition by supporting Sri Lanka to facilitate trade and investment, making it easier to do business while bolstering effectiveness and accountability in public revenue collection, planning, and expenditure. PARTNER includes gender considerations in all activities and works with the Sri Lankan government, private sector partners, and other relevant stakeholders. The project began in August 2019, and will end August 2024. PARTNER's purpose is to support Sri Lanka with two objectives: (1) public financial resources effectively mobilized, and (2) trade facilitation improved.

#### **Objectives**

The Communications Manager will lead USAID branding and marking requirements, the project's communications strategy, media relations, and social media activities in coordination with PARTNER technical staff under the supervision of the Chief of Party. In particular, the Communications Manager will manage social media for the project, including daily drafting of media monitoring online newsletter, Facebook and Instagram posts, responding to social media comments, tracking of social media statistics and continuous monitoring of other Sri Lanka social media accounts to identify strategies that increase engagement.

#### **Specific Tasks**

##### **Communications Strategy, Branding, and Marking**

- Lead PARTNER Communications and Outreach efforts
- Review and update the project communication plan to develop a participatory strategy and execution plan for an effective communications and outreach strategy and integrated communications plan which will include targeted advocacy initiatives and export development, including SMEs and women and youth entrepreneurs
- Facilitate the creation of an internal PARTNER communications plan and protocol that will cover roles, responsibilities and approvals at various levels of the program components
- Manage PARTNER media relations, photo archives and communications-related contract deliverables
- Develop communications and outreach mechanisms and materials to further PARTNER program objectives
- Ensure adherence to USAID's branding guidelines for all communication activities and events
- Direct and manage all of USAID's PARTNER project events
- Develop communication and coordinate all PARTNER forums, workshops, and events from the standpoint of USAID involvement and approvals (e.g. approval of the briefer, USAID speaker where applicable, etc.)
- Organize and participate in events to build community and boost project awareness
- Coordinate with team to ensure brand consistency
- Liaise with project staff to stay updated on events, activities and outcomes
- Build relationships with key counterparts such partner municipal communication staff, other development projects in Sri Lanka, industry professionals and journalists
- Manage e-mailing of daily media monitoring and newsletters
- Manage the quarterly reporting process and content
- Develop PARTNER success stories
- Assist team leads to create effective messaging in project materials
- Liaise with GoSL officials to ensure communication efforts are fully supported by the GoSL

##### **Social Media Strategy**

- Implement social media and communication campaigns to align with the project's strategic communication plan
- Provide engaging text, image and video content for social media accounts for approval by the Deputy Chief of Party
- Respond to comments and social media queries in a timely manner
- Monitor and report on feedback and online reviews
- Stay up to date with digital technology trends
- Strategize and propose ways to scale the project's communities and connect with new people;
- Analyze similar social media accounts in Sri Lanka with the goal of identifying content that drives the most traffic
- Set up an editorial work flow including: planning, proposal, design and publication of dedicated content (photos, videos, texts, live streaming, events ...)
- Set up new social networks upon request/approval from the Deputy Chief of Party (twitter, YouTube channel...)
- Ensure all digital communications is harmonized with consistent look, feel and message (website, Facebook, Instagram, etc.)
- Contribute to the development of different visuals for social media
- Monitor and follow up on e-reputation, digital evolutions, new tools and networks;
- Ensure regular reporting on the impact of communications actions: statistics on site visits, analysis of the performance of social media tools

##### **Knowledge Preferred and Qualifications**

- Minimum Years of Experience: 2-3
- Minimum Degree Required: Bachelor's degree in marketing, business, or communications
- Previous experience developing and executing social media strategies and strategic communications plans
- Experience in public policy, trade and competitiveness, public finance, and/or gender
- Strong knowledge of Microsoft Excel and Word required
- Proven work experience as a social media manager
- Experience launching community initiatives (e.g. building an online forum, creating an event series, writing an email newsletter...)
- Excellent written and verbal communication skills
- Ability to identify and track relevant community metrics
- Hands on experience with social media management for projects or brands
- Ability to interpret website traffic and online customer engagement metrics
- Knowledge of Sri Lankan social media community
- Excellent multitasking, organization and prioritizing skills
- Outgoing personality able to engage effectively with technical staff and work as part of a supportive team
- Ability to meet and exceed deadlines, self-motivated with excellent time management skills
- Respect diversity and contribute to a positive team dynamic by being reliable, trustworthy, flexible and supportive
- Past experience with donors' projects is preferred

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Send a resume and cover letter to Firasa Zahir at [pfmandtrade.activity@gmail.com](mailto:pfmandtrade.activity@gmail.com). Your qualifications will be reviewed upon receipt and only finalists will be contacted. Deadline for consideration is 31.05.2020. Applicants must be eligible to work in Sri Lanka.