

VSA E-Volunteer Assignment Description

Assignment Title	Communications and Marketing Adviser
Country	Timor-Leste
Location of Partner Organisation	Dili
Partner Organisation	CARE International in Timor-Leste (CITL)
Duration	6 months, part-time (with option to extend)
Sustainable Development Goals	

41510

1. Partner organisation overview

CARE International is a worldwide humanitarian aid and development organisation fighting global poverty, with a special focus on working with women and girls to bring lasting change to their communities. As a non-religious and non-political organisation, CARE works with communities to help overcome poverty by supporting development projects and providing emergency relief. CARE knows that supporting women and girls is one of the most effective ways to create sustainable outcomes in poor communities. CARE International has worked in Timor-Leste since 1994.

2. Assignment overview

Lafaek Learning Media is CARE International in Timor-Leste's flagship project. Lafaek education magazines have been reaching households, teachers and students across Timor-Leste since 2001. There is potential for Lafaek to become a print and online social enterprise to support greater sustainability of Lafaek and ultimately CARE's entire Long Term Programme.

CARE Timor-Leste has a small Social Enterprise team, that includes focus on marketing and communications. A Lafaek Facebook page was launched in 2017, with the aim of reaching urban youth. The page currently has some 130,000 followers, the majority of whom are between the ages of 15 and 30, and is now the fourth most followed page in Timor-Leste. Lafaek has recently developed a website to strengthen and diversify its online engagement with youth beneficiaries.

A volunteer is sought that will help with producing content and material that would further develop the business aspects of the social enterprise. This includes thinking through Facebook post ideas that are of strategic importance to developing the enterprise, analysis of the social media communication tools for business development purpose and supporting the team to produce enticing marketing materials to attract new sponsors and promote the success of this long-term education programme.

The volunteer will play an important role in supporting the team in developing the social enterprise, with a particular focus on the Facebook page and website.



3. Goal/outcomes/outputs

Goal

Lafaek Social Enterprise (LSE)'s ability to demonstrate its social and commercial value is strengthened through effective business development and communication activities, and Care International in Timor-Leste programmes more broadly are supported by effective communication and marketing activities.

Outcome 1

CARE International Lafaek Social Enterprise team regularly produces high quality social media and print materials that demonstrate social impact and commercial value.

- Support the LSE team to produce social media content
- Support the LSE team with the analysis of LSE's social media communications tools for business development purposes
- Support the LSE team to design social media campaigns that maximise social and commercial impact
- Provide ongoing mentoring to the LSE team and broader CARE Lafaek team in their written English skills
- Support the LSE team to produce engaging print marketing and communication materials

Outcome 2

CARE International project teams regularly produce high quality communications content and reports

- Provide consent training to project teams
- Provide support to project teams with how to take a good photo
- Provide support to project teams with preparing reports
- Provide training to the team on how to write engaging and impactful human interest stories
- Provide support to teams to develop their production skills (i.e. photoshop and illustrator)

4. Reporting and working relationships and capacity building

This is an e-volunteer (e-vol) position. The volunteer will primarily communicate and work with three communications and marketing staff; a Marketing and Communications Manager, a Senior Communication Officer and a Communications Officer.

The volunteer will play a key role in building staff capacity, with writing skills, photography and production skills and gaining consent. The volunteer will play an important role in supporting staff to gain stronger critical thinking and analytical skills, such as thinking of the audience for content, what information they require and best way to present.

This will help improve staff skills in communicating with LSE clients, donors, CARE International Partnerships and other external stakeholders, in order to ensure consistent funding for development programmes and working towards financial sustainability for the LSE.

The volunteer will report directly to and be accountable to the Social Enterprise Director.

The volunteer and CARE International will have an ongoing relationship with the VSA Programme Manager in terms of assignment monitoring, reporting, professional advice and personal support.



As needs on the ground may change over time, the volunteer is encouraged to review and update the Assignment Description in consultation with the partner organisation and VSA Programme Manager. By their very nature, development situations can involve significant change, so it is advisable that the volunteer periodically review and reflect on the Assignment Description throughout the Assignment to ensure the best development outcomes are being achieved.

5. Selection criteria/position requirements

Person specifications (professional)

Essential

- Bachelor degree or relevant work experience in communications, business, social sciences or related
- Experience in website and social media content analysis
- Experience in communications strategy for business development purposes
- Experience in (or willingness to quickly learn) photoshop/ illustrator or other production software
- Experience in developing marketing and promotional material (print and online)

Desirable

- Excellent English writing and editing skills
- Knowledge of website and social media platforms for mass communication
- Excellent computer literacy
- Knowledge and/ or experience in communications and media
- Knowledge of media relations

Personal specification (personal)

Essential

- Passion for working alongside others
- Strong interpersonal skills
- Planning and organisational skills
- Responsiveness and ability to meet deadlines

6. VSA Essential Attributes

- Commitment to volunteering, to VSA and to the partner organisation
- Cross cultural awareness
- Adaptability and a willingness to approach change or newness positively
- Able to form good relationships, both personally and professionally, with work colleagues and in the community
- Resilience and an ability to manage setbacks



- Initiative and resourcefulness
- An ability to facilitate learning through skills exchange

7. Country Context

For more information visit the [Timor-Leste](#) page on the VSA website

This assignment will ideally be complimented by a simultaneous VSA e-assignment focussing on Business Development, supporting the move for Lafaek to become a sustainable social enterprise.

Additional information

Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

Final appointment

Final appointment will be subject to satisfactory VSA clearances, and partner organisation acceptance.

Children's Act

VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Children's Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.

E-Volunteer package

The volunteer's package includes the following:

Reimbursements

Volunteers will receive a monthly honorarium of NZ\$90 for a part-time assignment. This amount is expected to reimburse the volunteer for costs associated with undertaking the assignment.

Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract.

