



Job Description

Project Officer - Communications ECLT Foundation

Overview of ECLT

Purpose: The Elimination of Child Labour in Tobacco Growing (ECLT) Foundation is dedicated to the eventual elimination of child labour from the tobacco supply chain. ECLT is a multi-stakeholder partnership, created in 2001 by major companies associated with tobacco, key labour unions and associations of growers. The International Labour Organization serves as an advisor. ECLT is based in Geneva and is currently active in Malawi, Mozambique, Tanzania, Uganda and Zambia, as well as in Kyrgyzstan and in the Philippines.

Background/Context: ECLT works in countries where significant levels of child labour are used in tobacco-growing and harvesting. The Foundation collaborates in these countries with national and sub-national partners – with government, NGOs and with organizations from the private sector – on developmental projects designed to reduce/eliminate child labour. Usually, these projects are implemented in limited geographical areas and are for a period of three years. ECLT's first projects began in 2002.

A considerable body of experience and 'lessons learned' has already been acquired, and significant achievements have been made as a result of the Foundation's work to date. In developing plans for the future there is a determination to enhance impact through improved programme design and management, and to be able to validate results through better research, monitoring and evaluation. There is also a desire to build greater levels of sustainability into all of the projects. Some strategies to achieve these goals have already been identified: development of a unified, sound business model (i.e. a quality programme design), identification and documentation of good practices, closer review of partners' operations and greater use of key performance indicators.

Main Duties and Responsibilities

Targeted, strategic communications are needed to help ECLT achieve its organisational goals. The Communications Officer will help enhance ECLT's profile and improve internal and external communications. The Communications Officer will support partners to share information, and ensure accurate and regular information updates about the ECLT-supported projects. This information will be used as the basis for ECLT reports, as the key

resource for the ECLT website and to feed a proactive communications strategy. The Communications Officer coordinates the creation of products, events, services and media coverage that enhance the image of ECLT in support of the Foundation's goals.

The Communications Officer will be based in the Foundation offices in Carouge, Geneva, and will be expected to be in the field on mission for approximately 25-40% of total work time.

Communications strategy:

- Support the ECLT Director in the development of the ECLT Communications strategy. The strategy will support ECLT's overall goals with minimum resources, prioritising high impact, low-cost communications. The strategy will include the identification of target audiences, objectives, key messages etc. The strategy informs the day to day priorities of the Communications Manager and supports the communications work of the Director, Chairman and staff.
- Identify how ECLT can support partners to develop and implement advocacy strategies so their work can have wider national impacts than is currently the case.

Public communications:

- Using information from the ECLT programme ensure a proactive and creative public communications about the work of the ECLT, key issues and achievements.
- Develop and update the website regularly with accurate, easily accessible information. Implement strategies to drive relevant traffic to the website.
- Develop and implement communications initiatives that reach ECLT's key stakeholder groups with informative and relevant news, updates and progress reports.
- Produce professional quality communications materials and programme documents by organising data and information, including annual reports, brochures, briefings, video clips, newsletters, press releases, etc.
- Explore other new media, like intranet, needs to be explored to see how it might contribute to meeting ECLT's objectives.

Media:

- Identify and use news opportunities to generate publicity about ECLT's work. For example capitalise on and help partners maximise the opportunity of global events such as World Day Against Child Labour.
- Respond to relevant media stories about child labour in tobacco growing, positioning ECLT's work strongly.
- Develop relevant media contacts.
- Monitor media coverage of the issue.

Information management:

- Working with ECLT's programme manager and programme partners, ensure that relevant and timely programme information is made available in easily accessible formats.
- Transform partners' reports, baseline surveys, evaluations and other programme information into user friendly documents that can be shared more widely.
- Support partners to prepare good quality reports/ information materials.
- Ensure that institutional reports are based on relevant and accurate programme information.
- Ensure the proper identification classification and storage of relevant programme reports both from ECLT's own work and from related activities.

Programme Communications:

- Give technical advice and support to ECLT project partners concerning any programme communication activities which form a part of the project. This might include, for example, local radio spots on child labour, or the preparation of materials in local languages, or communication events linked to the annual World Day Against Child Labour.

Programme monitoring and reporting:

- Work with ECLT's Research/M&E officer to prepare periodic reports on programme and project activities.
- Write, edit, design and layout analytical reports, publications, articles, advocacy messages and position papers documenting ECLT activities on relevant thematic areas such as child labour, education, child rights etc.
- Working with ECLT's Research/M&E officer, provide support to ECLT partners to develop and submit relevant and timely data based on the programme progress.
- Organise or participate in the organisation of conferences, seminars, press briefings, interviews, etc.

Management of the Foundation:

- Contribute to the proper management of the Foundation, together with the Executive Director and other staff members, in such matters as timely preparation of documents and presentations required for the Board, arrangement of special events (e.g. Partners' workshop), preparation of the Annual Report and other regular administrative/organizational matters.
- Assist the Executive Director in any other relevant duties to support the management of the Foundation.

Qualifications: Education

- University degree in Communications or a relevant field.

Qualifications: Experience, competencies and skills

- At least five to seven years experience working in a communications role.
- A minimum of two years experience developing and implementing communications strategies.
- At least five year's experience working in media.
- At least five year's experience working for a similar foundation or in a related field.
- In-depth knowledge/experience of one of the following: child labour, children's rights, international development; ethical or fair trade; social corporate responsibility.
- Up-to-date experience in new media and electronic communications.
- Experience in international media would be a considerable advantage.

Personal qualities:

- Demonstrable ability to work with minimum supervision, to drive forward work, to take appropriate initiatives and to be a 'self-starter'.
- Very good organisational skills.
- Ability to adapt to constant change and take initiative.
- Ability to work in a team and a multicultural environment, and establish harmonious and effective working relationships, both outside and within ECLT.
- Keen to adapt and learn from new situations, with the ability to be self-critical.
- Ability to prioritise and work under pressure, and willingness to (sometimes) work long hours.
- Ability to maintain confidentiality.

Values: Humanitarian values, integrity, trust, respect, loyalty, transparency.

Languages: Complete fluency in English. Fluency in French would be an advantage.

Terms and Conditions

- Swiss and EU citizens, and those who hold a valid work permit for Switzerland, are strongly encouraged to apply.
- ECLT is an equal opportunities employer.
- The appointment will be indefinite, subject to an initial three-month probationary period. A three-month notice period will apply to both the employer and employee.
- The salary will be competitive within the Geneva environment, and is negotiable, depending on previous experience.
- Starting date: As soon as possible.

Applications: Please send a letter of application explaining how your qualifications and experience equip you for this job, together with your CV, to: eclt-jobs@eclt.org

When applying, please state the appropriate job title in the subject line of your application. It will also be most helpful to know where you first saw this job advertised.

Closing date for applications: 27 May 2010.

This job was recently advertised with a closing date of 28 February 2010. We are now re-advertising, with the new closing date given above. If you already applied for this job, please do not re-apply. Applications from candidates who have been short-listed from the first round of advertising are being carried forward to the next phase of the process.

Please note: Only short-listed candidates will be contacted after the closing date. This means that if you have applied and have not heard anything from us within two weeks after the closing date, you can assume that your application has not been successful.