



Terms of Reference

Lead, Strategic Communications

Designation/Title	Lead, Strategic Communications
Reporting	Under the overall direction of the Director, Advocacy & Strategic Partnerships
Direct Reporting	Director, Advocacy & Strategic Partnerships
Reporting Area	All matters relating to strategic communications
Direct Reports	Communications Associate
Works closely with	Advocacy & Strategic Partnerships team, SMT, Grants Strategy team Thematic Leads
Location	Works virtually

Overview of Organisation

Women's Fund Asia (WFA) is a regional women's fund, committed to supporting women, girls, trans, and intersex people-led interventions, to enhance and strengthen their access to human rights. WFA provides sustainable and flexible funding and resources to support the leadership of women, girls, trans, and intersex activists and groups who work at local, national, and regional levels for human rights. The Fund started in 2004 as the South Asia Women's Fund (SAWF), operating in Bangladesh, India, Nepal, Pakistan, and Sri Lanka. In 2016 the organisation undertook an intense process of review and consultations, and it was relaunched as Women's Fund Asia on 8 March 2018.

Summary of the Role

Responsible for developing and overseeing the implementation of the communications strategy aligned with the strategic plan. The role contributes to ensuring WFA's grantmaking, resource advocacy and linking and learning work reaches its intended audiences and has the desired impacts.



This TOR also serves Women's Fund Asia Limited (WFAL), which is an Australian registered entity, and its administration, governance and operations will be taken care of by the Executive Team of WFA.

Responsibilities

A. Strategic Communications

1. Provide guidance and leadership to ensure that the communications strategy of WFA is aligned with the strategic plan and enables the impact of WFA's work.
2. Develop, oversee the implementation, and evaluate WFA's communication strategy and annual strategic communications work plan.
3. Oversee the production and dissemination of diverse communications content in support of WFA's strategic objectives of grantmaking, resource advocacy and linking and learning.
4. Oversee the development, implementation and evaluation of WFA's social media strategy to contribute to WFA's communication objectives, in particular, engagement with donors, grantees and other target audiences, in alignment with WFA's brand identity.
5. Identify the communications capacity strengthening needs of WFA's grantee partners and develop and oversee the implementation of a plan to address them.

B. Communications Content & Channels

1. In collaboration with other relevant teams in WFA, oversee the development of diverse content for different channels to meet agreed communication objectives, including identifying and developing stories of change by WFA's grantee partners.
2. Oversee the development, publication and dissemination of WFA knowledge products.
3. Oversee the development and targeted dissemination of WFA's quarterly and event-related newsletters.



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4. Oversee the content management of WFA's website and ensure the website is accessible and inclusive to all target audiences.

C. Media Relations

1. Develop relationships with key journalists in the Asia region and develop and maintain media partnerships to support WFA's goals.
2. Provide support to the ED and SMT members to prepare for press appearances and speaking engagements.
3. In collaboration with the SMT, support the development of press releases and statements by WFA.

D. Institutional Communications

1. Contribute to the development of and oversee the editing, design and layout of all donor proposals and reports and ensure alignment with WFA's brand and communications protocols.
2. Lead the development and effective dissemination of the WFA annual report.
3. Develop and maintain internal communications systems and processes to ensure timely and effective flow of information among different teams in the organisation.
4. In collaboration with the Thematic Lead, Holistic Digital Security & Systems, ensure all internal and external communications of WFA follow all safety and security protocols and measures.
5. Represent WFA and collaborate with the communications staff in strategic partnerships, alliances and consortiums to support WFA and the consortium's goals.



E. Organisational Processes, Management and Leadership

1. Manage and support the Communications Associate, providing regular feedback on performance relative to WFA's overall outcomes
2. Develop, manage and adhere to the communications budget, including regular monitoring of expenditures and the adherence to internal controls; produce reports that provide details and explanations for any budget variances.
3. Contribute to the implementation of the MEL and Linking and Learning strategies as they relate to strategic communications.
4. Work with Directors and other Thematic Leads and Managers to address programmatic, human resource, financial, and legislative issues as they arise.
5. Lead the planning and oversight of day-to-day activities in strategic communications.
6. Other duties as assigned.

F. Knowledge & Skills Required

1. University degree in social sciences, women's rights, international development, or other related fields.
2. Minimum 5 years experience in strategic communications in the not-for-profit sector.
3. Expertise in developing, implementing and evaluating communication strategies to enable human rights and justice goals.
4. Strong understanding of content development requirements for text, audio, video and other visual communication and skills in development of at least one type of content.
5. Experience in managing multiple communication channels including website, social media and e-newsletters.
6. Experience engaging with journalists and the ability to develop and implement effective mainstream and alternative media strategies is desirable.
7. Sound knowledge of the latest communication technologies.



8. Demonstrated leadership skills, with a minimum of two years of supervisory/personnel management experience.
9. Strong financial management skills.
10. An understanding of and commitment to WFA's mission; experience working for women's rights, trans and intersex human rights organisations in the region an asset.
11. Ability to communicate well in English and one other regional language; fluency in more than one regional language is an asset.
12. Excellent project management skills with attention to detail and ability to multitask, manage competing priorities, and meet deadlines.
13. Ability to work independently and be self-motivated.
14. Ability to work with mutual respect with different nationalities and communities in an international and multicultural environment.
15. Able to travel locally and regionally.

G. Terms and Conditions

1. Once selected, a renewable contract syncing with WFA's fiscal year (April - March) will be issued. The ability to join immediately is required (within a month of the offer email).
2. The remuneration for the position is between **USD 2850 – 3000 per month**. In case the individual is based out of home, then an office-running stipend will be provided. The remuneration will be commensurate with work experience and skills. The taxes will apply as per the laws of the land where WFA has its registered offices.
3. There will be a six-month probation period, during which the contract can be concluded through a notice of 7 working days on either side. The incumbent will be internally evaluated before being confirmed. After confirmation the contract can be concluded by a notice of 22 working days or salary of 22 working days in lieu of notice.
4. Once confirmed, there will be an annual performance evaluation every March, a month before a new contract is issued in April. The entitlement to leaves and medical benefits will also apply as per the HR Manual.



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5. There is no obligation on the part of WFA to offer a new contract upon the conclusion of the present contract as WFA's human resource requirement is contingent on access to, availability, adequacy, the purpose of and timing of donor funds.
6. The organisation has zero tolerance for sexual harassment at the workplace; as well as any form of discrimination on any grounds including but not limited to sex, gender, sexual orientation, class, caste, race, and/or disability; the practice of which could result in immediate termination with no compensation, reference, or experience certificates. The impact of sound judgement, decision-making, and management/leadership in this job function is of utmost importance to the organisation and its overall ongoing success.