

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 leading the development and implementation of WFA's communications strategy aligned with its strategic plan 2022-2027 and overall organisational mandate. 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 leadership to ensure that the communications strategy of WFA is aligned with the strategic plan 2022-2027 and WFA's organisational Theory of Change, enabling the impact of WFA's work.
2. Develop, implement and evaluate WFA's communication strategy and annual strategic communications work plan and budget.
3. Lead the production and dissemination of diverse communications content in support of WFA's strategic objectives of grantmaking, resource advocacy, linking and learning and institutional strengthening.
4. Lead and implement 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 lead a plan to address them.
6. Lead the internal engagement of the Communications Team with other teams at WFA - grantmaking, resource advocacy, finance and administration and impact and knowledge management.
7. Lead the external engagement on behalf of WFA in communications working groups as part of WFA's strategic partnerships.
8. Lead a quarterly, six-monthly and annual assessment of the Communications Strategy as is being implemented for reflection and learning purposes.

B. Communications Content & Channels

1. Lead 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. Lead the development, publication and dissemination of WFA knowledge products.
3. Lead the development and targeted dissemination of WFA's quarterly and event-related newsletters.
4. Lead the content management of WFA's website and ensure the website is accessible and inclusive to all target audiences.
5. Lead the development and implementation of WFA's branding guidelines, communications strategy, social media guidelines, accessibility guidelines, data security guidelines, and others across all communications products developed and disseminated.

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 Executive Director and Senior Management Team (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.
4. Lead the development of external messaging for WFA for public platforms to advance its grantmaking and resource advocacy goals.

D. Institutional Communications

1. Contribute to the development of all donor proposals and reports, ensuring strategic communications are planned and reported on (with data, stories, examples, visuals, creative narratives, and others) and aligned with WFA's brand and communications protocols.
2. Lead the writing, development and effective dissemination of the WFA Annual Report ensuring that is published by 31 October annually.
3. Develop and maintain internal communications systems and processes to ensure timely and effective flow of information among different teams in the organisation.

4. Represent WFA and collaborate with the communications staff in strategic partnerships, alliances and consortiums to support the partnership and consortium goals.

E. Organisational Processes, Management and Leadership

1. Manage the Communications Team (Associate/ Senior Associate), providing regular guidance and feedback on the implementation of WFA's Communications strategy and annual workplan and budget.
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. Lead and manage external consultants to achieve communications objectives (visual rapporteurs, narrative documentors, artists, designers, storytellers, facilitators etc) identified for various activities, meetings, and events at WFA.
4. Lead and manage the translation of communication outputs, ensuring language justice and accessibility of all communication material (grantmaking calls, webinars, social media posts and updates, and other opportunities).
5. Work closely with Lead - Impact and Knowledge Management (IKM) at WFA to contribute to the implementation of the Monitoring, Evaluation, and Learning (MEL), as well as Linking and Learning strategies as they relate to strategic communications.
6. Work closely with Thematic Leads - Grantmaking and Senior Managers - Grants Strategy to address programmatic, human resource, financial, and legislative issues as they arise.
7. Lead the planning and oversight of day-to-day activities in strategic communications.
8. 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 -7 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, knowledge and experience in writing and content development across different forms of text, audio, and video.
5. Strong knowledge, skills, and experience in working with communication platforms, apps, software programmes, etc., in developing narrative and audio-visual communication products (Canva, Photoshop, Illustrations, Premiere, After Effect, etc.). Experience in managing multiple communication channels, including website, YouTube, social media platforms, and e-newsletters among others.
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 trends, opportunities, technology and programmes that can enhance the Communications Strategy at WFA.
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 lead and take initiative, 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 2845-3000 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.
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.