

Job Announcement!

Marketing & Communication Consultant

Terms of Reference for Short-term Consultant

Marketing, Communications, Knowledge Management, Branding and Outreach

Aswat al Iraq News Agency (www.aswataliraq.info)

Background

Aswat al Iraq is an independent news agency established with support from the United Nations in 2004. It provides news services in Arabic, Kurdish and English with contributions from a national network of Iraqi correspondents and from three independent Iraqi newspapers.

The agency strives to produce balanced coverage of Iraqi developments in politics, culture, business, sport and civil society. It works to be wherever the news is in Iraq. Speed will not be its only goal; it aims at impartiality, accuracy and the use of a variety of reliable sources.

The agency is working to open constructive relationships with Iraq media organizations' of all tendencies and with Arab and international media.

Aswat al Iraq has established an NGO, the Aswat al Iraq for Media Development Foundation, which provides training for young Iraqi journalists and media technicians, as well as instilling professional skills, accuracy and impartiality in its own reporters and editors.

Aswat Al Iraq is looking for a bright and dynamic Marketing Consultant to develop a **Marketing, Communications, Knowledge Management, Branding and Outreach Strategy** and to mentor the implementation of this from the Agency's office in Erbil, Iraq.

Scope of Work

The consultant will be a core member of Aswat's management team. Under the supervision of the Chief Editor, and in close cooperation with other members of the editorial department, the consultant will be responsible for supporting the implementation of Aswat's marketing,

communications, knowledge management, branding and outreach activities. Specifically, the consultant will be expected to:

- Develop and implement a marketing and branding strategy for Aswat, taking into account its current profile among Government, donor agencies, stakeholders and client countries. This strategy will define, strengthen and promote the Aswat brand and effectively market Aswat's work to all appropriate stakeholders.
 - Coordinate and manage the marketing of the Aswat brand and the agency's **products and services**, including helping to determine the best media to achieve its dissemination goals.
 - Manage and implement a strategy of increasing Aswat's visibility, via events, publications, meetings and targeted outreach.
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- Develop communication materials, including press kits, fact sheets, brochures and graphic work. This will include the necessary video editing, proof-reading and copy editing.
 - Assist in tracking and effectively communicating the results and impact of Aswat's work, via web-based tools or any other means for effective reporting and demonstration of Aswat's value and impact.
 - Conduct any other assignments related to knowledge management, marketing, communications, branding and outreach, as may be required.

Qualifications

- a) Excellent program management skills and demonstrated experience in managing projects with multiple stakeholders;
- b) An established track record in communications, outreach, branding and knowledge management, including web management, video and graphic development and editing, proofreading and copy editing; knowledge and experience in social media management (Facebook, Twitter, blogs)
- c) Excellent verbal and written communications skills, and demonstrated experience working with a variety of stakeholders, including senior government officials, donors, journalists, editors, policy-makers and regulators, consultants and academics;
- d) Knowledge of the Iraqi media sector and its role in sustainable development;
- e) Demonstrated ability to take initiative and work independently with limited supervision;

- f) Graduate degree in a relevant discipline;
- g) Excellent abilities in the use of ICTs, including developing and using web-based resources, especially for project management and remote communication;
- h) Fluency in Arabic and English is required and Kurdish language skills are a plus;
- i) A minimum of five years relevant professional work experience.