

Job vacancy: Communication Manager

Lingkar Temu Kabupaten Lestari (LTKL Sekretariat)

Location: Jakarta, Indonesia

Position Type: PKWT

BACKGROUND INFORMATION

Lingkar Temu Kabupaten Lestari (LTKL) is an association of district governments to realize sustainable development. LTKL was formed by 8 district governments in July 2017. As of January 2023, LTKL has 9 member districts located in 6 Indonesian provinces that also work as a caucus of the Association of Regency Governments throughout Indonesia (APKASI). Currently, LTKL is also working side by side with 26 global, national & regional multi-stakeholder networks of partners who join voluntarily support LTKL achieving its common goals that was translated into LTKL Declaration of Sustainable District Vision that was announced formally in 2021. Under the declaration, the member districts are committed to working together with cross-sectoral parties to protect at least fifty percent (50%) of the total important ecosystems within the district's jurisdiction, through an approach that ensures at least 1 million families live within the district and/or around important ecosystems within the district can improve their welfare.

One of the district's LTKL pillars in land management is monitoring, reporting, and communication. To achieve the 2030 target, LTKL districts need more 'success stories', which show that there is a choice of a sustainable economic model for the community beyond dependence on the extractive sector and large-scale plantations closely related to negative environmental impacts. Districts need to show through concrete examples that by protecting their forests and peat, their communities can still achieve welfare. This showcase or narrative needs to be disseminated. For this purpose, LTKL Sekretariat has to develop a communication and campaign strategy.

PURPOSE OF THE ROLE:

Sekretariat LTKL is currently seeking a Communication Manager. The Communication Manager is responsible for leading Communication Unit under the Partnership and Communication Division. The main task is to lead the LTKL Sekretariat communications strategy tightly linked to program priorities. This entails the design, management and implementation of the LTKL Sekretariat and its supporting ecosystem and coalition's communications strategy which is geared to influence the willing and winning coalition, promote public and media outreach and mobilize political and financial support to the collective impacts in the member districts and the national coalition. This includes maintaining the branding and persona of LTKL and its derivatives (i.e, LTKL as district government association, LTKL Sekretariat as backbone/convener) and S/he should also coach and prepare spokespersons representing each persona, develop content for various channels to reach target audiences and create strategies to ensure effective communication across all platforms. The Communication Manager will also build relationships with key stakeholders, media outlets, and other partners to represent the organization positively. This position is also responsible for supervising third parties required.

RESPONSIBILITIES, DELIVERABLES AND OUTPUT

KEY FUNCTIONS
<p>In charge in the formulation and implementation of communications and outreach strategy focusing on the achievement of the following :</p> <p>Expected Deliverables/Results:</p> <ul style="list-style-type: none"> • Conducting need assessment from LTKL Secretariat, Coalition and the Supporting Ecosystem on the key narratives advocated for Fase Tumbuh and beyond. • Revised Communication Strategy for Fase Tumbuh that have incorporated key narratives for LTKL Secretariat and Supporting Ecosystems based on the need assessment and in strong support of partner network building & resource mobilization efforts. • Assisting in the preparation of National Secretariat communication and advocacy instruments including presentations, briefing material for dissemination to different audiences as need be in coordination with supervisor. These include, for instance, monthly donor bulletins, a brochure on the new Joint Programme, updated information leaflets per programme and project, Impact Stories and etc. • Leading the revision of communication and branding guidelines for LTKL as government association, as collective impact convenor, as member of Earth based Economy Coalition and collective impacts coalition.
<p>Ensures elaboration and implementation of the LTKL Secretariat publications strategy and plan based on the LTKL publications policy, focusing on the achievement of the following results:</p> <p>Expected Deliverables/Results:</p> <ul style="list-style-type: none"> • Identification and development of storylines for publications and substantive articles contributing to advocacy on key sustainability issues relevant to LTKL vision such as restorative economy, bioeconomy, forest positive movement, empowerment of SMSEs, disaster resilience, climate change, nature based innovation etc. • Coordination and management of Secretariat events and the needs for publications and web activities, including content management, norms for photography, video production, publishing, design, liaison with printers and other suppliers to oversee production and supervision of publications dissemination.
<p>Supervises the design and maintenance of the Secretariat website and internal server (if any) focusing on the achievement of the following results:</p> <p>Expected Deliverables/Results:</p> <ul style="list-style-type: none"> • Design and maintenance of the office websites based on the program needs and the Secretariat need as convenor of collective impact • Generation, preparation and editing of content for the web sites to ensure material is consistent and up to date • Improvement of website monthly traffic from coalition partners content contribution as well as SEO optimization.
<p>In charge on ensuring the key narratives are translated effectively and accurately to communication plan, design, content and production of all LTKL communication materials across channels and across different targeted audience, focusing on achieving the following results :</p>

Expected Deliverables/Results:

- Generation, preparation and monitor on external and internal communication execution plan
- Generation, preparation and monitor the execution of Social media channels strategy and management.
- Development of various communication materials that are accurate, effective, engaging and relatable to the target audience in line with the need to build a winning coalition such as themed newsletter, press release, info brief, policy brief, and etc.

Build relationships with key stakeholders, media outlets, and other partners to build winning coalition.

Expected Deliverables/Results:

- Running strategic and tactical media engagement to ensure targeted winning audience are engaged to the narratives provided such as conducting regular Editor Meeting, Press briefings and conferences hosted or attended by LTKL Secretariat and LTKL district members to ensure the key messages align with LTKL main messages.
- Conducting regular media monitoring and social listening to ensure the narratives position and progress.
- Compiling specialized media coverage press packages for projects/events as deemed necessary and planning dissemination to strategic target audiences.

Facilitates knowledge building and knowledge sharing for Secretariat Staff and external groups focusing on the achievement of the following results:

Expected Deliverables/Results:

- Identification and synthesis of best practices and lessons learned directly linked to programme goals and activities;
- Provide guidance and supervision for LTKL communication team and third-party vendors in implementing the communication activities and strategies to ensure the program aligns with the overall organization's strategy,
- Contributions to knowledge networks and communities of practice including organization communications repositories

Communicate and coordinate regularly with relevant LTKL district agencies (Humas and Diskominfo) public relation staff in designing and distributing communication materials and programs; Monitor and evaluate the implementation of any relevant capacity building programs of district agencies' staff; to accelerate the mainstreaming of sustainable development narrative in the district level.

Manage and evaluate the administration of communication activities and spending of communication budget including arrange communication budget plan to ensure all activities financial implementation are in accordance with funding source policies and LTKL internal regulations.

Monitor and manage effective benchmarks, all day-to-day media engagement, including crisis communications, prepare a report on outcomes, and contribute to the overall LTKL marketing/communications efforts, in order to assess the impact of all communication platforms.

GENERAL RESPONSIBILITIES	
ACTIVITES	DELIVERABLES
Maintain strategic relations with LTKL Stakeholders to manage collaborative process in programs/projects/other activities with LTKL Secretariat	<ul style="list-style-type: none"> Communication with district members, donors, governments, and organization partners about particular program/project/other activity collaboration
Review, compile, and propose revisions and/or additional changes for work procedures (SOP), work systems, and work standards; to ensure the availability of work standards and guidelines in the unit.	<ul style="list-style-type: none"> Complete and up-to-date work guidelines and standards in the unit.
Develop reports related to their tasks based on reliable and valid data to document progress and achievement in their work; encourage the process of documentation and reporting among Unit members; provide direction to maintain and improve organization members' understanding.	<ul style="list-style-type: none"> Data and reports are well-archived Well-understanding of organization fundamentals & updates
Provide result analysis of data and information related to the development of target and goals, work plan and budget plan, and utilization of resources in unit; to ensure availability of data and information as a consideration to develop target and plan in unit.	<ul style="list-style-type: none"> Data and information for the development target, work plan and budget plan, and resource mapping Budget expenditure in line with regulation
Evaluate and propose the needs of employee development, competency improvement, career and succession planning in unit; manage implementation of employee program development within unit coverage; to ensure employee qualification and ability are in line with unit needs.	<ul style="list-style-type: none"> Suggestion of employee program development Improvement of knowledge, skills, abilities (KSA), and performance of employee

Qualification:

- A Master degree from relevant background with a minimum experience of 6 years, including one year of proven management experience; or
- A Bachelor degree from a relevant background with a minimum experience of 10 years, including 2 years of proven management experience.
- A proven track record of developing and delivering communication strategies is desirable, as is experience of working closely with journalists and responding to media requests.
- Able to process complex information and communicate it in a clear and compelling way.
- Strong relationships with both local and national business and industry media outlets
- Advanced project management skills and demonstrated success in building and maintaining relationships with senior executives.
- Experienced in managing confidentiality, cultural sensitivity and diversity.
- Strong facilitation skills; works with others in a collaborative and solutions-focused manner to achieve win-win outcomes

TERM OF OFFER

1. Contract Period:

The contract shall cover the period of March 2024 – December 2025 with the possibility of 1 year extension based on the performance.

2. Reporting:

The Communication Manager shall report on a regular basis to the LTKL Deputy Head of Partnership and Communication.

3. Duty Stations:

The Communication Manager is stationed in Jakarta, with regular travel to LTKL district member areas and other stations as assigned by the Head of Secretariat.