

JOB POSITION: COLLECTIVE OUTREACH MANAGER

Lingkar Temu Kabupaten Lestari (LTKL Secretariat)

Location: Jakarta, Indonesia

Position Type: PKWT

BACKGROUND INFORMATION

Lingkar Temu Kabupaten Lestari (LTKL) is an association of district governments to realise 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 to support LTKL achieving its common goals, which was translated into the 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 per cent (50%) of the total important ecosystems within the district's jurisdiction, through an approach that ensures at least 1 million families living within the district and/or around important ecosystems within the district can improve their welfare.

The LTKL General Assembly in 2017 formally established and elected a Secretariat Team. Since then, the Secretariat has provided strategic support to members and the partner network, enabling the platform to gain initial momentum, expand its network and exposure, and coordinate collaborative activities through various fora.

Entering the Growth Phase, LTKL will move forward more tenaciously to become a robust institutional support system and build a proof of concept for sustainable districts. The role of the LTKL Secretariat as an enabler and ecosystem builder is crucial to shifting district behaviour and paradigms through a six-pillar approach: (i) innovative policy & planning, (ii) multistakeholder processes, (iii) sustainable business & investment, (iv) measuring progress, (v) narrative amplification, and (vi) institutional readiness.

PURPOSE OF THE ROLE:

The **Collective Outreach Manager** plays a critical leadership role in positioning LTKL Secretariat as a leading voice in sustainable district transformation. Anchored in the *Narrative Amplification* pillar, this role focuses on shaping and executing external affairs, strategic communications, and creative outreach strategies to amplify local innovations and influence national and global discourse.

This position is responsible for building and maintaining high-impact partnerships, driving integrated communication strategies, and enabling collective action that strengthens LTKL's visibility, credibility, and influence. The manager will ensure that stories of change—from local voices to national or global—are told powerfully and purposefully to drive systems change.

KEY RESPONSIBILITIES

Key Responsibilities
Strategic Partnerships & Collective Action <ul style="list-style-type: none"> Develop and manage high-impact partnerships with strategic partners to support narrative goals with an unlikely partnership approach. Design and facilitate collective outreach initiatives that strengthen engagement and shared ownership of LTKL's mission.
External Affairs & Strategic Positioning Lead strategic positioning and thought leadership efforts to elevate LTKL's role and messages in national and global platforms.
Narrative Amplification Strategy & Creative Innovation <ul style="list-style-type: none"> Lead the development of LTKL's integrated narrative amplification strategy—including key messages, tone, target audiences, and engagement channels. Develop creative storytelling formats (e.g. exhibitions, films, podcasts, publications, etc.) grounded in real stories and local wisdom.
Platform & Brand Management <ul style="list-style-type: none"> Oversee the management and evolution of LTKL's website, social media, newsletter, and publications. Ensure brand consistency and visual identity across all internal and external communications
Internal Team Leadership & Division Management <ul style="list-style-type: none"> Lead and supervise the Collective Outreach Division, including staff working on communication, partnerships, creative content, and outreach programs. Set clear goals, workflows, and priorities for the team, in alignment with LTKL's strategic plan. Facilitate regular coordination, feedback, and performance evaluation to support staff development and a collaborative work culture. Promote cross-team collaboration with other divisions of LTKL Secretariat (Program, Learning & Impact, Program, and Institutional Building) to ensure narrative integration.
Knowledge Translation & Capacity Building <ul style="list-style-type: none"> Support storytelling capacity development across Secretariat and district-level actors Provide guidance and tools for internal teams and district members to effectively share their stories and insights.
Monitoring, Evaluation & Learning <ul style="list-style-type: none"> Define and track metrics to measure outreach effectiveness, engagement, and influence based on the narrative amplification strategy

- Lead reflection and learning processes to adapt narrative approaches based on evidence and context

KEY PERFORMANCE INDICATORS

Indicators
Strategic Influence: LTKL narratives gain national and global visibility.
High-Impact Partnerships: Collaborations generate meaningful outcomes and visibility.
Team Performance: The Collective Outreach Division functions efficiently, meets goals, and grows professionally.
Growth & Engagement: Sustained improvement in reach, engagement, and story uptake across platforms.
Stories Quality & Innovation: LTKL is recognised for compelling, credible, and creative storytelling.
Internal Alignment: Collective Outreach work is well-integrated with other Secretariat divisions and member priorities.

QUALIFICATION & REQUIREMENTS

Education & Background

- Bachelor's degree in communications, public policy, international relations, development studies, environmental governance, or a relevant field.
- A master's degree is an advantage, especially in strategic communications, public affairs, or sustainability-related disciplines.

Professional Experience

- Minimum 6–8 years of progressive experience in strategic communications, partnership development, external affairs, campaign leadership, or movement building, preferably in a multi-stakeholder, sustainability, or social innovation context.
- Proven experience leading cross-sector collaborations, including work with government, civil society, youth, private sector, and/or creative industries.
- Demonstrated experience in managing multidisciplinary teams, with strong planning, mentoring, and coordination capabilities.

Strategic & Technical Competencies

- Strong leadership and strategic thinking skills with a systems-change mindset and the ability to see connections across policy, narrative, and local innovation.
- Advanced skills in narrative development, public engagement strategies, and brand positioning, especially in mission-driven or decentralized networks.

- Excellent verbal and written communication skills in Bahasa Indonesia and English, including experience in public speaking, storytelling, and partnership negotiation.
- Ability to identify, engage, and unlock unlikely or unconventional partnerships to broaden LTKL's narrative and impact.

People & Project Management

- Strong track record in project management, including setting timelines, managing resources, monitoring outputs, and adapting strategies.
- Proven ability to build and lead a high-performing team, facilitate collaboration across sub-units (Strategic Communication, Community Outreach, Creative), and manage internal dynamics with clarity and empathy.

Tools & Digital Literacy

- Proficiency in using collaborative tools such as Google Workspace, or design briefing tools, and content planning dashboards.
- Familiarity with or interest in digital communications trends, multimedia storytelling, and audience engagement analytics

Personal Attributes

- Creative, culturally aware, and passionate about amplifying local voices and grassroots innovation.
- Collaborative, agile, and solution-oriented in a fast-paced and evolving context.
- Deep commitment to LTKL's values of collective action, inclusive governance, and sustainable local development.
- Willingness to travel to LTKL member districts and engage directly with local partners, communities, and government stakeholders.

TERM OF OFFER

1. Contract Period:

The contract shall cover the period of 2025 - 2026 with the possibility of 1 year extension based on performance.

2. Reporting:

The Collective Outreach Manager shall report on a regular basis to the Head of Secretariat. This role leads the Collective Outreach Division, which consists of three integrated sub-units:

1. **Community Outreach** – builds and manages strategic partnerships and collaborations.
2. **Strategic Communication** – develops and executes communication strategies and products.
3. **Creative Lead** – drives innovation in narrative amplification through creative mediums

3. Duty Stations:

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

