



# LTKL

LINGKAR TEMU  
KABUPATEN  
LESTARI

## JOB POSITION: STRATEGIC COMMUNICATION COORDINATOR

Lingkar Temu Kabupaten Lestari (LTKL Secretariat)

Location: Jakarta, Indonesia

Position Type: PKWT

### **ABOUT LINGKAR TEMU KABUPATEN LESTARI**

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.

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 behavior 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 ROLES**

The **Strategic Communication Coordinator** leads the planning and execution of LTKL's communication strategy, ensuring that messages about sustainable district transformation are clear, credible, and resonate with diverse audiences. This role coordinates internal and external communication efforts, aligns messaging across platforms, and ensures LTKL's brand and voice are reflected consistently through strategic outputs. The Coordinator also works across teams to extract insights from programmatic work and shape them into accessible public communication.

### **KEY RESPONSIBILITIES**

Key Responsibilities
Strategic Communication Planning



- Lead the development and regular updating of LTKL’s communication strategy, tone of voice, and messaging framework.
- Ensure communication priorities align with LTKL’s overall goals, advocacy agenda, and movement-building strategy.

### **Content Planning & Editorial Oversight**

- Oversee content calendars for multiple platforms (social media, website, newsletters, reports).
- Review and guide production of communication materials (press releases, op-eds, articles, infographics, videos, reports, etc).

### **Media & Public Relations Support**

- Support the Collective Outreach Manager in building and maintaining relationships with journalists, media platforms, and external communicators.
- Coordinate media briefings, press kits, and editorial pitches

### **Support Internal Alignment & Learning**

- Work with other sub-units (Community Outreach & Creative Lead) to align narrative amplification agenda
- Support documentation and learning processes to extract insights and improve communication strategies over time.
- Contribute to internal sharing on the narrative amplification’s progress.

### **Internal Team Leadership**

- Lead and supervise the **Strategic Communication Team**, including staff working on the communication and partners who are involved in the process.
- 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.

## **KEY PERFORMANCE INDICATORS**

### **Indicators**

#### **Clear and Aligned Messaging Across All Platforms**

Strategic messages and narratives are consistently reflected across LTKL’s digital channels, reports, and public engagements.

#### **Execution of Communication Strategy**

A communication strategy and editorial calendar are developed, updated, and implemented effectively—with measurable results and alignment to LTKL’s goals.

#### **High-Quality Communication Outputs Delivered on Time**

At least 2–4 major outputs (e.g., reports, op-eds, publications, press materials) are published per quarter with clarity, accuracy, and storytelling appeal.

#### **Increased Visibility and Engagement**

Growth in reach and engagement across LTKL’s communications channels (website, social media, newsletters, etc.) based on agreed metrics.



# LTKL

LINGKAR TEMU  
KABUPATEN  
LESTARI

## **Strong Coordination and Team Management**

Smooth collaboration with other Collective Outreach sub-units and effective supervision of the Strategic Communication Officer and external content collaborators.

## **QUALIFICATION & REQUIREMENTS**

### **Education & Background**

- Bachelor's degree in communications, media studies, journalism, public relations, international development, or a related field.
- A Master's degree is a plus, especially in strategic communication or public affairs.

### **Professional Experience**

- Minimum 4–6 years of experience in communication strategy, content development, editorial work, or media relations.
- Demonstrated ability to translate complex issues into accessible and engaging communication materials.

### **Skills & Competencies**

- Strong writing, editing, and storytelling skills—both in Bahasa Indonesia (required) and English (strongly preferred).
- Experienced in managing content calendars, publication workflows, and multi-platform messaging.
- Familiar with press engagement, media pitching, and building relationships with journalists and opinion leaders.
- Knowledge of audience segmentation and adapting messaging for different stakeholders.
- Comfortable working in a multi-stakeholder environment and under tight deadlines.

### **Digital & Tools Proficiency**

- Proficient in Google Workspace and content planning/project management tools
- Comfortable coordinating with graphic designers, video editors, and digital campaign teams.
- Familiarity with social media analytics and newsletter tools (e.g., Mailchimp) is a plus.

### **Personal Attributes**

- Highly organized, detail-oriented, and proactive in managing timelines and quality standards.
- Collaborative and adaptable, with a passion for amplifying local stories and shifting dominant narratives.
- Strong alignment with LTKL's values of inclusive governance, collective action, and local leadership.
- Willingness to travel to LTKL districts and engage directly with diverse communities and partners.

## **WHAT WE OFFER**

- Competitive remuneration and employment packages (annual leave, sick leave, special leave).
- Great health insurance packages, accessible after the 90 days program consultant period.
- Ability to work from home and from the office from time to time.
- Good maternity and fraternity policies, accessible after the probation period.
- Accessible employee capacity development support as required by the staff.
- Opportunity to work alongside LTKL Board of Advisory, District Leads and diverse team from all over Indonesia.

## **TERM OF OFFER**

### **1. Contract Period:**

The contract shall cover the period of 2026 - 2027 with the possibility of 1 year extension based on performance.

### **2. Reporting:**

The Strategic Communication Coordinator shall report on a regular basis to the Collective Outreach Manager.

### **3. Duty Stations:**

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