

Marketing and Information Officer (MIO)
Communication and Information Team

(To be based in Manado, North Sulawesi, Indonesia)

1. Background

The Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF) is a multilateral partnership of six countries (Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Timor-Leste) working together to sustain extraordinary marine and coastal resources by addressing crucial issues such as food security, climate change and marine biodiversity.

The Regional Secretariat of CTI-CFF is looking for a **Marketing and Information Officer (MIO)** as part of the Communication and Information Team, to implement the Communication Strategy Plan of CTI-CFF and ensure the effective communication and marketing services of CTI-CFF organizational programs, projects, campaign, marketing and fundraising activities.

2. Scope of Work

1. Provide technical assistance to the Communications and Information Manager (CIM) in the implementation of Communications Strategy integrated within the RPOA 2.0 and in support of the Coral Triangle Conservation Fund (CTCF);
2. Ensure updating of CTI-CFF communication channels to regularly promote CTI-CFF's work to relevant stakeholders and audiences;
3. Lead the productions of contents, including productions of audio-visual and graphics, for CTI-CFF social media channels to strengthen social networking of CTI-CFF with members, partners, stakeholders and followers/subscribers.
4. Assist in the engagement with the national, regional and international media to cover CTI-CFF relevant activities and events;
5. Assist in development and dissemination of CTI-CFF centric press releases, updates, and announcements using a variety of communication avenues;
6. Assist in the development of regular CTI-CFF newsletter and managing of its contents;
7. Ensure the regular maintenance of the Regional Secretariat's e-Library and other forms of documentation platform;
8. Assist in coordination and/or implementation of CTI-CFF Coral Triangle Day Celebration;
9. Safeguard the CTI-CFF brand and ensure that it is used properly across all communication outputs including those by CTI-CFF partners and collaborators;
10. Responsible for review of monitoring and evaluation of CTI-CFF social media performance and other digital channels, to identify challenges and determine course corrections as needed;
11. Perform special assignments as assigned by the Deputy Executive Directors and Executive Director of CTI-CFF.

3. Coordination and Reporting:

The Marketing and Information Officer (MIO) will report directly to the Communications and Information Manager (CIM)

4. Qualifications

1. Major in Communication Studies, Marketing, Advertising, Graphic Design, Social Studies or related field
2. At least 5 years communication and marketing experience mostly in digital and social media marketing, preferably with experience working in a social marketing campaign
3. Expert in development of social media content using Design Graphics software such as Adobe Indesign, Photoshop, Premiere, and/or other relevant tools.
4. Strong oral and written communication skills, proficiency in English is an added value
5. Ability to understand complex economic, social, environmental and technological issues, and translate them into understandable and creative narratives
6. Ability to build compelling stories and deliver them in various formats
7. Proficient and enthusiast user of multiple social media platforms either professionally or personally
8. Ability to plan, prioritize, coordinate and delegate work effectively, work to strict deadlines and implement organizational policy
9. Lateral thinking and the capacity to listen to other people's points of view, and understand and integrate multiple perspectives
10. Strong team spirit with a passion for managing teams composed of people from different cultures, fields and backgrounds
11. Confident, positive, curious, open and inclusive
12. Proactive with a "can-do" attitude

5. Compensation

Salary Grade: Grade Level 13

The compensation (paid in Indonesia rupiah equivalent) for this position depends on the candidate's qualification and level of experience.

Contract Duration: 1 Year subject to 3-month probation

Staff shall receive benefits based on CTI-CFF Regulations and Policies.