

JOB DESCRIPTION: Community Engagement Officer
July 2019

Overview

Under the direct supervision of the Head of Partnership and Development, the Community Engagement Officer supports in advocating for an end to domestic violence and gender discrimination through the development of public campaigns, coordination of public talks and engagements at schools, colleges and local universities, engagement with corporations, social media awareness utilising all digital platforms (facebook, twitter, linked in, insta, etc) and engagement of the WAO brand and services, the setting up of fundraising pop up booth, management of WAO Merchandise for the general public.

The Community Engagement Officer is responsible to protect and promote the WAO brand and build and maintain relationships with WAO members, WAO volunteers, WAO partners and members of the public – to mobilise volunteers, raise funds, and raise awareness of WAO and its services and keep track of WAO feedback and brand management. This individual will work closely together with the Social Media Strategist and Digital Content Developer to ensure that WAO brand and WAO communication is managed efficiently and in excellence.

As part of the Partnership and Development Team, individuals must adhere to the following:

- In alignment with WAO's Core Values, Mission and Vision, and adhere to Core Humanitarian Standards to manage and QC outgoing communications online and offline. Ensuring that all outgoing communication are edited, accurate and disseminated in a timely manner.
- To assist, coordinate and ensure that all WAO events and engagements are coordinated and produced on time and accurately.
- To check that all potential partnerships and collaborations adhere to WAO brand integrity by reviewing company and partner profile, social media profile and promotional collateral materials.
- Represent the organisation professionally at all times.
- Regularly update Head of Partnership and Development on any potential partnerships or collaborations that may go against WAO policies or deem unsuitable with WAO core values and brand integrity.
- Assist in responding to any online enquiry and channel to WAO's helpline, TINA SMS helpline and email enquiries .
- Source and seek social media content that is in line with WAO core beliefs and campaigns so as to re-post to create more WAO content
- Coordination of weekly mail chimp on WAO News and Updates
- Work closely together with the Social Media Strategist and the Digital Content Developer to ensure that WAO brand and WAO communication is managed efficiently and in excellence.
- Possesses good knowledge and is constantly up-to-date with current events that can be tied into social media campaigns.

Responsibilities

Public Relations, Marketing Communication, Social Media Engagement, CSR Partnership, Volunteer Recruitment and Management, Program Coordinator

The Community Engagement Officer is responsible for:

1. To assist the Head of Partnership and Development in the development of brand awareness campaigns , events and ensure the accurate dissemination of WAO services, WAO Notices and WAO campaigns online and offline to the public.
2. the coordination and management of WAO public events and engagements (mobile information booths, WAO Public Roadshow, talks and public forums, WAO Conversations, focus groups and collating survey and the like)

Objective for all public events and engagements: raise awareness on WAO brand, services, improve capacity of individuals to respond to domestic violence and gender discrimination; and recruit members, volunteers, and raise funds for WAO

3. The management of WAO merchandise sales and production
4. Assist in fundraising initiatives, specifically fundraising from individuals through coordination of donation drives through social media and email blasts, crowdsourcing campaigns, fundraising events (e.g. dinners).
5. Explore and recommend other initiatives to increase fundraising from individuals
6. for the timeliness execution of WAO social media updates and WAO Notices, WAO Newsletters and WAO Updates ensuring that all information is up to date, relevant and accurate to donors, partners, members and volunteers
7. the management and maintenance of WAO Contact List, Volunteer Database, CSR Partnership Progress Report, relationship management with WAO partners, donors and beneficiaries
8. the recruitment, maintenance and management of WAO Volunteers
9. to keep up to date on the latest trends in advocacy campaigns, trainings, events, news with regards to women and child rights, women and child development, sustainability programs.
10. To keep track of volunteer and membership intake, volunteer and partner feedback and progress, public engagements and produce monthly reports on it

Weekly proposal and reports to be submitted on WAO updates and newsletter, social media campaigns and engagements following format given by Head of Partnership and Development.

Knowledge, skills, and abilities required:

- Strong commitment to Women's Aid Organisation and feminist principles, WAO vision, mission, and core values.
- Open minded, creative and are willing to learn new things
- Good knowledge of social media platforms
- Good organisational skills and coordination
- Excellent in working independently and also a team player.
- Excellent presentation skills and public speaking
- Ability to work within a short span of time, under stress and possesses good healthy coping mechanisms when dealing with stress
- Ability to work with diverse people, communities, and cultures, with an understanding of cultural awareness practices.
- Bilingual is preferred.

Experience, Education, and Training:

Any combination of education, work experience and training which substantially provides the knowledge, skills and abilities as stated in this job description. Examples are as follows: Diploma in Business, English, Marketing, Mass Communication, Bachelor's Degree in Business, English, Marketing, Mass Communication, Public Relations or other relevant discipline with relevant experience. Previous experiences of working with WAO is an advantage.

How to Apply

If you are interested and fulfill the requirements, please email your CV and Cover Letter to info@wao.org.my by 14th July 2019. **Only shortlisted candidates will be notified.**