



Job Announcement

Term of Reference : **Digital Media and Communication Officer**
Salary : **USD 450 to USD 550**

Background

The Women's Media Centre of Cambodia is a non-governmental and non-profit organization. Since 1995, WMC has been one of the key institutions in Cambodia working to change social attitudes, by promoting gender equity and equality, women's empowerment and gender awareness. WMC uses multi-media as a path to achieve empowerment for women, girls, and other vulnerable groups.

The organization strives to promote positive behavioral change through four main activities: the Women's Radio program, video production, digital multimedia platform, and community-based media outreach and training. We produce high quality radio, daily news, video and online digital material to educate a variety of target audiences, and advocate with and for women and minorities.

WMC reaches approximately 2 million people daily through radio. WMC's media coverage, especially radio, extends to more than 50% of the population from both urban and rural areas. Rural communities, especially women and girls, may have limited access to electricity, smart phones, and internet, and do not always have access to digital media. In this context, radio continues to be an important source of daily news and information for a substantial part of Cambodia's population. Additionally, the WMC website and social media have reached out to a substantial number of people. The website has about 40,000 visitors per day, Facebook has 600,000 followers, and YouTube has 200,000 subscribers.

WMC is seeking for a dynamic, professional, and qualified Cambodian for the following position. Qualified women are strongly encouraged to apply.

Position : **Digital Media and Communication officer**
Location : Phnom Penh
Work Status : Full Time
Supervisor : Executive Director

Duties and Responsibilities

The non-exhaustive list of common tasks of Digital Media and Communication Officer are as follows:

- Develop and advise high-quality digital contents for the organization' website and social media channels, while exploring a range of multimedia assets, to engage target audiences and raise the external profile of the organization.
- Develop and implement an effective social media and email marketing strategy to grow readership/followers, and manage the organization's social media accounts (including moderating discussions and comments).
- Oversee and enhance all digital media channels, especially multimedia in the context of modern digital era.
- Cooperate with Editor-in Chief of News to develop digital media such as flash news, short feature, biography, profile, history, infographic, and other interesting topics on the internet for daily contents.
- Research and develop WMC's communication materials (All kind of social media platforms and Website) to raise brand awareness to the public and stakeholders.
- Develop and conduct research on social media tools in the purpose of generating income from the digital platform. (Facebook, YouTube, Website, and other platforms)
- Conduct research on social media metrics by studying the viewers' behavior, engagements, and WMC's social media performances.
- Manage the overall technology infrastructure including planning, implementing, and management of the ICT.
- Manage the public relations and press release.
- Manage the relevant projects.
- Provide training courses to WMC's staff and other organizations' staff if needed.

Required Skills and Qualifications

- Manage and create content for digital and social media platforms.
- Develop a range of multimedia content; including videos, infographics and animations.
- Monitor and report the performance of digital content, events or social media campaigns using analytics tools.
- Design and facilitate virtual meetings; including webinars and virtual learning management.
- Proactivity and autonomy – in defining tasks at hand as well as priority for content and needs.
- Creative flair and experience in creating simple, clear and innovative content to communicate complex issues for large but segmented audiences
- Ability to manage projects effectively, and to work in a fastly paced environment.
- Impeccable interpersonal, communication, and leadership abilities.
- Strong organizational and time management skills.
- Motivated, independent, result-oriented, and professional.
- Preferred individuals with at least 4 years of experience in the field.
- The minimal requirement is to have completed a university degree in Journalism or Communication, or Public Relations.
- Cambodian national, who is mother tongue in Khmer language.

- Proficiency in English (listening, reading, writing and speaking)
- Technical background and experience as a web programmer or webmaster
- Wider understanding of social, economic, cultural, civil and political environment.
- Interested in working to develop independent and professional media, and to empower gender equality in Cambodia.

Application Information

Interested candidates are invited to send your CV, current photo, and cover letter to Women Media Centre of Cambodia address: #20, St 23D, Phumi Thmey, Sangkat Dangkor, Khan Dangkor, Phnom Penh, Cambodia, or via email address: info@wmc.org.kh.

For further information, please visit <https://www.wmc.org.kh> and the Women's Radio Facebook page.

Telephone No. 023 881 497 / ~~#~~69 848 013 / 011 780 510

Deadline: Monday, 5 September, 2021 at 5 pm.
