

## **Coordinator - Digital Marketing and Public Engagement**

Location: [Asia & Pacific] [Sri Lanka]

Town/City: Colombo - 09

Category: Communications

Job Type: Fixed term, Full-time

World Vision is a Christian, relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice.

We work through our main sectors – education, health and nutrition, water and sanitation, economic development and child protection – serving all people, regardless of religion, race, ethnicity or gender. Our work is always child-focused, participatory and community driven.

World Vision and has been in Sri Lanka since 1977 and currently serves in 30 locations in 13 Districts across the country through development programmes. In 2020 we directly impacted the lives of nearly 100,000 most vulnerable children and their families.

We are currently looking for dynamic & creative individuals to join us in our journey of caring.

### **Coordinator – Digital Marketing and Public Engagement**

**Location – Colombo**

#### **Job Profile**

The Digital Marketing and Public Engagement Coordinator is a key contributor to promote World Vision on digital platforms and to inspire behaviour change. This role is responsible for managing

all social media accounts of WVL (World Vision Lanka) and the website while ensuring quality production of content for these platforms.

The position is responsible for developing and implementing digital media plan, producing high quality creative digital content, developing digital marketing and behaviour change campaigns with relevant departments and regular monitoring social media and other digital platforms, for reputation risks and public engagement with the organisation's online.

### **Major Responsibilities**

- Develop the annual digital media strategy and content plan positioning WVL as the #1 partner to improve the wellbeing of the most vulnerable children.
- Produce high quality, compelling, content and writing creative features (for web) stories showcasing WVL's expertise and organisational impacts.
- Monitor and manage all WVL's digital platforms to connect with audiences, call them to action and to reduce any reputation risk.
- Work with WVL Humanitarian Emergency Affairs (HEA) and field offices on the ground during a disaster to deliver the HEA communications.
- Develop / Review social media guidelines for WVL and for staff and support staff with development of social media communications skills.

### **Required qualifications, experience & competencies**

- At least 5 progressive years of experience in digital media management.
- Experienced in analysing digital media platforms.

- University Degree in Social Sciences, Journalism, Humanities, International Relations, Development Studies, Communications or its equivalent.
- Excellent skills in creative writing and creative content development.
- Excellent skills in producing creative concepts for marketing and behaviour change campaigns.
- Excellent knowledge in managing digital platforms and make good decisions towards engagement.
- Fluency in at least two languages (English, Tamil / Sinhalese)
- This position requires travelling to field locations.

World Vision Lanka offers a competitive remuneration package based on individual competence and skills. If you meet the required criteria and wish to apply for this or any of the available vacancies, select the position you wish to apply for & submit your **on-line application** with your CV and details of three non-related referees on or before the given closing date.

***Only short listed candidates will be notified.***