

## **Specialist - Brand and Risk Communication**

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.

### **Specialist – Brand and Risk Communication**

**Location – Colombo**

#### **Job Profile**

Brand and Risk Communication Specialist plays a crucial role in managing reputation risks and bringing World Vision brand to life. This role is responsible for the development of risk messaging for the top ten risks identified by World Vision Lanka (WVL). The role will also work closely with the Media Coordinator and the Coordinator for Digital marketing and public engagement to

monitor these public platforms for any potential reputation risks and taking measures to reduce risk.

This role will also be responsible for ensuring 100% brand alignment of WVL to the Branding Guidelines while building brand knowledge among staff and brand recognition among the public. This position plays an important role in building trust and reputation.

### **Major Responsibilities**

- Develop risk messaging for the top ten risks identified by WVL each year and prepare proactive and reactive statements to be used by WVL during a reputation crisis.
- Work closely with the Media Coordinator and the Digital Marketing and Public Engagement Coordinator to monitor and assess any potential reputation risks on media and social media platforms and advise with measures to mitigate risk.
- Ensure 100% alignment of WVL to the Branding Guidelines by reviewing and giving oversight to all visual material produced externally or internally at both national and field levels.
- Ensure thorough knowledge of the Brand among all staff through brand training and 100% completion of Brand 101 training and the Brand Deep Dive for communications staff.
- Develop Executive Communions that include statements, executive messages, alerts and briefs and talking points for the WVL Leadership to be used with external partners.

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

- At least 5-6 progressive years of experience in NGO/INGO communication & branding.

- Experience in reputation risk management and crisis communication
- Bachelor's Degree in Communications, Media, or Journalism
- Excellent skills in executive communications.
- Excellent skills in developing risk messaging.
- Knowledge in brand management.
- Fluency in at least two languages (English and Tamil / Sinhalese).
- This position requires traveling 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.***