

Term of Reference

Position	Media and Communications Officer
Qualification	Bachelor's degree in Communications / Journalism / Public Relations / Media / Marketing.
Experience	Nil
Employment	Regular
Remuneration	<ul style="list-style-type: none"> - Basic Pay of Nu. 20,230/-; - 20% House Rent Allowance; - Maximum 2 months basic pay as ex-gratia based on performance; - Maximum of 50% of 12 months basic pay as Performance Based Variable Incentive (PBVI); and - Other entitlements as per NPPF SRR.

Reporting Authority	Head, PRU
Reviewing Authority	CEO
Place of Posting	Thimphu

Primary Responsibilities

- Collaborate with management to develop and implement an effective communications strategy based on our target audience;
- Develop CRM policy at NPPF;
- Plan and create communications content to promote NPPF's brand and its products and services communicating with different media channels. ;
- Create editorial content (stories, photos, advocacy images, audio, video, info graphics, etc.) in cooperation with concerned department/divisions and adapt for media pitching, web and social media, posting daily to respective channels;
- Develop Annual Social Media and website plan and align as per business need and customer expectations;
- Develop multi-media communications materials, including press releases, blog posts and social media content;
- Suggest responses to media inquiries and develop strong media ties to confirm widespread outreach to public and stakeholders;
- Ensure that all communications and marketing materials align with the existing rules and regulations of relevant authorities;
- Maintain digital media archives including photos and videos and maintain records of media coverage and collate analytics and metrics;
- Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web, photo etc.);
- Monitor and evaluate the use and effectiveness of media materials;

- Ensure increase in followers/likes annually for all social media pages;
- Update and manage NPPF's website continuously to improve the design of the website, ensure key deadlines are met for the dissemination of time-sensitive content;
- Timely updates and monthly reports on improvements and content plans;
- Generate and analyze reports (quarterly/half yearly) on web traffic and KPIs using Google Analytics, Hoot suite, and other social media focused analytics channels;
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization;
- Seek opportunities to enhance the reputation of NPPF as a brand, and coordinate publicity events if required;
- Maintain records of media coverage and collate analytics and metrics;
- Ensure Implementation of NPPF branding framework; and
- Any other duties and responsibilities assigned by the supervisor from time to time.