

TERMS OF REFERENCE:

Title:	Communications Specialist - Content		
Eligibility Criteria:	Open to Nationals Only	Location:	Surabaya with remote working during COVID
Position Type:	Long Term Position	Term:	24 months plus possible extension
Reporting To:	Head of Communications		

1. BACKGROUND OF THE PROJECT

The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (PRISMA 2) is a five-year program (2019 – 2023) funded by the Australian Government's aid program and implemented in cooperation with the Government of Indonesia. The program will build upon the achievements and results of Phase 1 (2013-2018), using a market systems development (MSD) approach to support inclusive economic growth in Indonesia's agriculture sector.

PRISMA 2 will improve smallholder farmers' competitiveness and access to new markets, better inputs, know-how and technology. It will aim to achieve a sustainable 30% increase in the net incomes of a further 700,000 smallholder farming households in Indonesia by 2023 (total 1 million farming households). The program operates in six provinces: East Java, West Nusa Tenggara (NTB), East Nusa Tenggara (NTT), Papua, West Papua and Central Java.

2. PURPOSE OF THE POSITION

Under the direction of the Head of Communications, the Communications Specialist-Content will be responsible for leading content creation across PRISMA's communication channels and driving quality assurance in all communications outputs.

3. ROLES AND RESPONSIBILITIES

The Communications Specialist – Content will be responsible for:

1. Leading the development of written copy for communications content across all PRISMA channels, including the website, social media and other digital products
2. Writing, editing and reviewing articles, op-eds, blogs and interviews as detailed in the Communications Strategy and according to media engagement
3. Ensuring that all communications outputs are produced to an excellent standard in both English and Bahasa Indonesia, removing grammatical and copy errors and maintaining a consistent voice and style
4. Working closely with the Visual Communications Specialist to produce content for engaging graphics, videos and publications for internal and external audience
5. Playing a key role in the implementation of the social media strategy and taking advantage of other engagement opportunities as they arise
6. Provide technical content guidance and support to the Communications Team and other PRISMA staff as required
7. Manage external vendors related to content creation or other skills as directed by the Head of Communications

4. KEY SELECTION CRITERIA

Essential

- Bachelor's degree in English, literature, communications, journalism or social sciences
- Demonstrated experience in communications, media or public relations, with a focus on content creation
- Excellent written and spoken English (native / bilingual an advantage) and Bahasa Indonesia
- Proven experience in editing and writing copy for digital and traditional media, as well as reviewing a diverse range of communications products
- Experience implementation communications strategies with diverse groups of stakeholders
- Excellent attention to detail and a can-do, team attitude will be a strong plus.

5. FUNCTIONAL RELATIONSHIPS

The Communications Specialist – Content will report to the Head of Communications.

6. APPLICATION

Application closes on **15th August 2021**.

Please apply via this link: [Communications Specialist Content](#)

Female candidates and people with disabilities are strongly encouraged to apply.

- Should you experience any issues logging in or submitting your CV, or if you have any questions, please contact: recruitment@aip-prisma.or.id.