

## Job Description

<b>Job Title:</b>	<b>Regional Communications Officer, Latin America and the Caribbean</b> (Colombian Nationals or People with work permission)
<b>Gross Salary</b>	<b>COP\$2.000.000</b>
<b>Region:</b>	Latin America (LAC)
<b>Location:</b>	Bogota, Colombia
<b>Responsible To:</b>	Regional Secretariat Coordinator
<b>Responsible for:</b>	Community manager (Social media, web page, Newsletter etc)
<b>Key Relationships:</b>	Regional Coordinator, Regional Secretariat staff, Sub-regional Focal Points (3) Network members and partners Supportive members London Secretariat: Network, Advocacy, Communications and campaigns NACC
<b>Contract:</b>	1 year Fixed term local Contract with possibility of extension (part time)

## Background

HelpAge International is the secretariat to the HelpAge Global Network, which brings together a wide range of organisations and individuals working to promote the rights and meet the needs of older women and men, nationally and/or internationally.

At the core of this network are the civil society members, a group of civil society organisations working with older people around the world. These organisations share a vision of a world in which all older people are valued, and lead dignified, healthy and secure lives.

We aim to extend the reach and influence of the HelpAge Global Network to all those in a position to help bring about our vision for older people – including Governments, policy makers, the private sector, and academic institutions.

HelpAge International is changing its mode of working in the Latin America and Caribbean region. The historical mix of operational programmes and advocacy conducted by and with network partners ended with the closure of country programmes in Jamaica, Bolivia, Haiti and Colombia during 2016 and 2017.

Up May 2017, there is a regional secretariat with the following functions:

- Regional network development, including new alliances and partnerships.
- Support to campaigning and advocacy, including coordination across sub-regions.
- Information and communication support within the region.
- Outward communication beyond the region to the rest of the HelpAge network
- Knowledge management; monitoring, evaluation and learning.
- Resource development for network activities.
- Facilitation of technical support in thematic areas of work

There are two sub-regions focal points for Central America and the Caribbean and the Southern Cone (Including Brazil), and there will be also a sub-regional focal point for the Andean region. In each sub-regional we have a network coordinator embedded in a partner and paid 50% by HelpAge.

### **Role of the Post**

- To support the Regional Secretariat Coordinator in the development and implementation of the strategy and results oriented work plan for the HelpAge LAC Secretariat.
- To development a communications strategy to strength the Network's visibility as well as its members to achieve an impact in the region in terms of advocacy.
- To development a knowledge management strategy ensuring capacity building based of a strong flow of useful information both within the HelpAge network and externally in the region.
- To make sure that the work of the Latin America and Caribbean region is represented in HelpAge's international communications.
- To manage social networks and web page

### **Key Tasks and Responsibilities**

#### **1- Secretariat's communications strategy**

- Support the regional and sub-regional teams to develop and implement national/regional advocacy and communication strategies
- Build the capacity of network members in areas of communication for advocacy and campaigning
- Coordinate and organize the different ADA Campaigns in the region.
- Support the HelpAge global campaigns.
- Ensure the work of the network is adequately promoted within the organisation and externally through the media

- Provide advice to the regional team on internal and external communications in relations to organisational priorities and the Secretariat's strategy.
- Build strong relationships with key people in the national and international media across the region and links with communications staff in other regions to position the HelpAge network as a credible and reliable source of information on the issues of older people and ageing
- Write and produce high quality communication materials including newsletter, website content and effectively communicate these across the key audiences
- Manage the HelpAge regional network website as well as the social media.
- Develop internal network communication tools and materials including use of social media
- Represent the organisation in different national and international forums
- Recover and rebuild HelpAge organizational memory in the Region in terms of good practice and lesson learned which can be useful for the new Secretariat Strategy.
- Support to translations.
- Support the Secretariat in generating content and information required by London.
- Fulfill the tasks assigned by the coordination of the Secretary in relation to the implementation of the business plan and work plan.

## **Person Specification**

### **Essential**

- Solid experience working in a similar capacity at a regional level
- Proven success in developing and implementing creative campaigns and building networks for change
- Extremely strong communication, negotiation and representational skills and ability to work at a regional level
- Excellent skills in designing a wide range of organisational communication products

- Willingness and interest to work within a network focused approach, engaging with, supporting and maximising on potential of network members
- Knowledge and understanding of traditional and social media industry and the use of new media technologies for advocacy and communication
- Fluent written and spoken Spanish and English

Desirable

- Additional skills in French and/or Portuguese