



# IAP

International Association of Prosecutors

## Job Description

### Communication Manager

**Reporting to:** The Executive Director

**Duties and Responsibilities:** Under the supervision of the Executive Director providing support to the IAP Officials in the performance of such duties as may be assigned to him/her to include those set out in the annex to this job description.

**Time available:** In accordance with general agreements and employment contract.

**Qualifications and Experience:**

- Bachelor's degree in communications, public relations or equivalent
- Proven experience in a similar role is advantageous
- Proven experience in creating targeted content is advantageous
- Proven experience in developing and implementing strategies
- Strong communication and presentation skills, both written and verbal
- Strong organisational skills and ability to meet deadlines
- Strong advisory skills and confidence giving advice to senior staff
- Ability to multitask, act decisively and respond positively to pressure
- Ability to work harmoniously, cooperatively and effectively in a team
- Ability to establish and maintain effective working relationships with people of different educational, national, linguistic and cultural backgrounds
- Ability to develop strong relations with partner organisations, NGO's and media representatives
- Sound judgment, integrity, tact and discretion in dealing with others
- Accuracy and attention to detail

**Languages:** Fluency in spoken and written English is essential and working knowledge of other languages will be considered as an asset.

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## ANNEX

In general, the IAP Communication Manager is responsible for developing and communicating the IAP brand through internal and external communication, press and PR opportunities and through the branding and development of content to be disseminated via websites, newsletters, social media, press releases and any other distribution channels.

### Specific Duties:

#### 1. Internal and External Communication

- Develop and implement effective communication strategies
- Guide and encourage IAP staff to communicate effectively and achieve corporate objectives.
- Assist the drafting of reports, strategies, project proposals and presentations
- Produce guidance on a house style for IAP correspondence
- Direct and edit brochures and guidance manuals
- Direct and manage the production of IAP newsletter
- Consult with production staff to ensure prompt delivery of communications.
- Arrange interviews, media events and draft press releases
- Develop relationships with relevant media outlets to secure and grow media coverage
- Maintain and update the content of the IAP website
- Monitor, train and supervise sub-website facilitators

#### 2. Branding and Marketing

- Responsible for brand management
- Draft and implement branding strategies to increase brand awareness
- Promote the association mission, image and values
- Carry out market research to ensure that IAP products and services meet member's expectations
- Ensure consistent branding across IAP networks, products and materials
- Draft and implement marketing strategies and promotional campaigns
- Manage the development and marketing of the IAP Merchandise
- Manage the annual communications budget and ensure its fully maximized.

#### 3. Community Management

- Draft and implement strategies for community engagement and expansion
- Draft and implement Social Media strategy and policies
- Build and maintain relationships with IAP Contact Persons and membership
- Collect information for IAP Specialist contact database
- Manage the IAP social media and networks
- Curate, source and schedule social media content
- Monitor and analyze traffic and provide analytics reports