

# Terms Of reference

<b>Job title</b>	Media Officer	<b>Job code</b>	DEV-1D
<b>Description date</b>	1-7-2021	<b>Job type/place</b>	Onsite
<b>Administrative Supervisor</b>	Programs Manager on behalf of Development manager	<b>Technical Supervisor</b>	Programs Manager on behalf of Development manager

## About Mari Research and Development

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Mari Research and Development is a non-for-profit civil society organization operating in northeast Syria. It was established in 2018 and registered in Canada, France and Erbil.

In 2018, a group of educated, dynamic and like-minded youth working in the development sector got together to establish an organization for addressing the most urgent and pressing needs of people in Syria. MRD seeks to build a stable and just society where peace and respect for human rights and fundamental freedoms prevail.

In order to promote cohesive and tolerant societies where justice and equality prevail, we seek to promote human rights, and to make them the primary and main drivers of the diverse societies which we target through our work.

## The purpose of the Position

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The Media Officer will assist in preparation, development, and implementation of media content including designs and promotion. Recording, editing, and preparing all videos for all projects.

## Duties and Responsibilities

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- To provide digital color photographic coverage for promotional materials, website, publications, social media, and campaigns during the contract period.
- To provide photos with high resolution and best quality.
- Be responsible for editing video copies of project activities in a timely manner and according to pre-agreed deadlines and specifications.
- Produce written content for the MRD website.
- Publish content on the website.
- Format Mail chimp (or similar) email newsletters.
- Run regular social promotions and campaigns and track their success, as well as the content and links posted through these and other channels.

- Articulate KPI reviews and interpret social analytics to measure and guide the effectiveness of engagement strategies.
- Organize all Media events and activities related to MRD Offices.
- Provide a handover report at the end of the assignment.
- Ensure that all media products are properly stored, saved, and archived.

## Education and Experience

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Preferred a bachelor's Degree in marketing, social science, communication, or a related field.

### Experiences

- At least 1 years of experience in journalism and/or writing features for the web and designing branding guidelines – Preferred with a development organization; knowledge and understanding of local and global digital landscape and trends.
- Experience with graphic design, photography
- Ability to integrate PR/communication initiatives with social media.
- Experience in reporting on qualitative and quantitative analytics.