CENTRE DE SOLIDARITÉ

Job Title: **Outreach and Communication Officer**
Reports to: Outreach and Communication Coordinator and Management

Job Summary

The Outreach and Communication Officer supports the planning and implementation of outreach and communication activities in line with the NGO's approach and positioning.

The role focuses on ensuring that all communication reflects accuracy, consistency, and alignment with CDS values — including the use of person-centred, non-stigmatising language. It involves content development, stakeholder engagement, and coordination of outreach initiatives that contribute to a coherent public understanding of the organisation's work.

Key Responsibilities

Outreach and Communication Planning

→ **Contribute to the development and implementation of outreach and communication activities aligned with organisational priorities.**
→ **Support the coordination of campaigns, ensuring consistency in messaging and approach.**

Social media and Digital Platforms

→ **Manage and maintain the organisation's social media platforms (Facebook, Instagram, LinkedIn).**
→ **Ensure that content remains consistent, accurate, and aligned with CDS communication standards.**

Content Development

→ **Draft and edit communication materials, including newsletters, press content, and campaign-related outputs.**
→ **Ensure all content reflects clarity, coherence, and appropriate use of terminology.**

Stakeholder Engagement

→ **Support engagement with partners, media, and relevant stakeholders in coordination with the Outreach and Communication Coordinator.**
→ **Contribute to maintaining professional and consistent external communication.**

Events and Outreach Activities

→ **Support the organisation and coordination of outreach activities, workshops, and public-facing initiatives.**
→ **Ensure that messaging and materials used during these activities are aligned with CDS standards.**

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Media Coordination

→ Support responses to media requests and coordination of interviews, under the guidance of the Coordinator and Management.

Consistency and Alignment

→ Ensure all communication outputs are aligned with CDS values, positioning, and terminology.
→ Contribute to maintaining coherence across all communication channels.

Monitoring and Reporting

→ Track communication activities and provide structured updates on outreach efforts.
→ Use available data to support reflection and improvement of communication approaches.

Crisis and Sensitive Communication

→ Support communication efforts during sensitive situations, ensuring accuracy and consistency in messaging.

Key Qualifications

Education

Diploma in Communications, Public Relations, Marketing, or a related field.

Skills

→ Strong written and verbal communication skills
→ Ability to produce clear, structured, and accurate content
→ Familiarity with social media platforms and content tools (e.g. Canva, Adobe Suite)
→ Ability to engage with different audiences in a measured and professional manner
→ Organisational skills and ability to manage multiple tasks
→ Basic understanding of analytics tools to support communication monitoring

Key Competencies and Attributes

→ Ability to work within a structured and coordinated communication approach
→ Attention to detail and consistency in written outputs
→ Professional judgement in handling sensitive content
→ Capacity to work collaboratively within a team
→ Ability to adapt while maintaining coherence and standards
→ Initiative in identifying communication needs while remaining aligned with organisational direction