1. Organisational Context

Acid Survivors Foundation Pakistan (ASF) is a local CSO operating since 2007 in Pakistan and registered since August 2007 under the Voluntary Social Welfare Agencies (Registration and Control) Ordinance 1961. ASF follows a human rights/evidence-based, gender/culture sensitive, participatory, eco-friendly, inclusive & holistic approach to counter GBV (acid/burn violence in particular) through innovative, peaceful & democratic processes. ASF believes in synergies & works in partnership with state institutions, youth, communities & civil society to contribute to achieving SDGs & fulfilling Pakistan's international legal obligations.

2. Role Summary

The Communication Officer, under the broad guidance of ASF senior management assumes primary responsibility for planning, developing and implementing communication strategies to achieve programmatic goals. The incumbent will also be responsible for developing and nurturing collaboration with other Human Rights organizations to disseminate information and create awareness on targeted GBV issues. By communicating effectively with ASF’s target audience, the communication officer will help build a positive reputation for the organisation and the efforts made in Pakistan and highlight key messages to promote and protect human rights.

3. Essential Duties and Responsibilities

The Communication Officer will be organizing the tasks listed above in collaboration with ASF senior management and the team at large.

- Ensure that relevant program materials such as human interest/success stories, fact sheets, info graphs etc. are developed and disseminated to ASF stakeholders;
- Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) increase coverage of GBV issues in the media (print, broadcast and digital);
- Assist in organizing and generating public support for special events and campaigns to promote strategic ASF goals;
- Draft and edit articles, press releases, human interest stories and other advocacy/information materials. Collaborate with the media by organizing project site visits, facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate;
- Maintain ASF website and social media sites (Facebook, Twitter and YouTube) such as daily monitoring, posting and content development;
- Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, human interest/success stories, picture stories, videos, CDs.
4. Qualifications, Experience and Skills

- **Qualifications:** University degree in Social Sciences with background in Media and Communication or a related field.
- **Experience:** 3 years in a known organisation in the field of media and communication in the social development sector.
- **Skills:**
  - Excellent command over English and Urdu is essential (written and oral).
  - Good listening skills, ability to deal with stressful and challenging situations.
  - Result oriented, proactive and creative person able to adjust quickly to cross cultural work environment and personalities.
  - S/he should be a good team player.
  - Creative, we need innovation!
  - Knowledge of other languages/dialects is an asset. S/he should have advanced working knowledge of MS Office (Word, PowerPoint, Excel and Publisher).
  - Candidates with basic design and layout skills and adept in using Adobe Photoshop and Corel Draw are an added advantage.
  - Gender sensitized and human rights awareness is required.