



Terms of Reference

Armenian Caritas Benevolent NGO

In the framework of “Increased Resilience of Syrian Armenians and host population” (IRIS) Programme
Call for the selection of Communication and PR officer for Business Incubator

Position	Communication and PR officer
Place	Yerevan, Republic of Armenia
Duration	Long-term contract
The deadline for proposal submission	16.01.2019
E-mail submission of technical proposals	lstepanyan@caritas.am and chairperson@sme.am

1. Programme background

“Armenian Caritas” Benevolent NGO (AC) and “SME Cooperation Association” NGO (SME) in consortium with the Austrian Red Cross (AutRC), Armenian Red Cross Society, and the “Center for Coordination of Syrian Armenians’ Issues” NGO are implementing the “Increased Resilience of Syrian Armenians and host population” (IRIS) programme funded by the EU Regional Trust Fund in Response to the Syrian Crisis (MADAD Fund).

The IRIS programme aims at improving social and economic resilience of Syrian Armenians and host population and strengthening institutional capacities for economic growth in Armenia. The action is coordinated by the AutRC.

In the framework of IRIS Economic Integration component a Business Incubator (BI) will be established in Yerevan that will support Syrian Armenian and local entrepreneurs through trainings, coaching, mentoring, incubation and financing for establishing new businesses. The BI will stimulate the culture of entrepreneurship and business environment in Armenia and will become a tool for sustainable development of future generations of start-ups.

AC and SME seek a Communication and PR officer for the Business Incubator with excellent communication, interpersonal and writing skills. The person should be highly organized, flexible and creative individual with strong communication skills, who enjoys working in a dynamic, fast-paced, and entrepreneurial environment and who is passionate about economic growth and entrepreneurship.

The BI Communication and PR officer will be responsible for managing BI and IRIS overall reputation, will communicate key messages to defined target audiences in order to establish and maintain goodwill and understanding between the BI and its public as well as to increase the visibility of IRIS.

Reports to and immediate supervisor: Programme Manager of BI.



2. Job responsibilities

For the Business Incubator

- planning, developing and implementing the BI Communication and PR strategies and action plan in close cooperation with AC/SME Communication Offices and based on agreed communication guidelines and principles
- liaising with, and answering enquiries from media, individuals, start-ups and entrepreneurs and other organisations, often via phone and email
- cultivating contacts within business and industry media
- evaluating opportunities for partnerships, sponsorships and advertising on an on-going basis
- preparing and supervising the BI production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- promoting the start-ups via traditional and social media
- commissioning market research
- will report to BI Programme Manager

For the overall IRIS programme in close cooperation with AutRC Programme management

- communicating with IRIS target groups, partners and stakeholders, coordinating public relations activities for the overall IRIS programme
- developing regular Bulletin on BI activities and coordinating well with AutRC programme management
- coordinating the planned film over all activities and successes and will ensure donor visibility
- for this will work under the guidance of AutRC programme management

For both BI and IRIS in very close cooperation with AutRC Programme management

- planning, developing and implementing Media relations strategy, seeking high-level placements in print, broadcast and online media
- creating content for press releases, articles and keynote presentations
- collating and analysing media coverage
- writing and editing media articles, speeches and reports
- devising and coordinating photo opportunities
- organising events including press conferences, exhibitions, open days and press tours
- maintaining and updating information on the BI website
- managing and updating information and engaging with users on social media sites such as Twitter and Facebook
- creating and using opportunities to publicise BI to ensure further funding and continuity of actions
- fostering community relations through events such as open days and through involvement in community initiatives

3. Required qualifications

- University degree in Communications, Public Relations, Journalism, Business management or related fields



- Minimum of 3 years' relevant experience in a communications/PR role
- Knowledge of desktop publishing software (InDesign/Photoshop)
- Proficiency in MS Office (MS Word, Excel, and PowerPoint in particular), content management systems, and social media platforms
- Excellent understanding of innovation in communication and PR
- Excellent interpersonal skills
- Comfortable with public speaking and presenting
- Exceptional time management and organizational skills, ability to prioritize work and to multitask efficiently
- Excellent written and verbal communication skills in Armenian and English

4. Selection criteria

The selection of the BI Communication and PR officer will be conducted according to the above mentioned conditions and giving preference to the candidates having professional qualification in communication, PR especially in business related fields, working experience with the target groups of the programme.

5. Compensation

The BI Communication and PR officer will be engaged on a long-term contract with monthly salary payments.

6. Application Procedure and Deadline

All interested candidates are kindly requested to submit their **CVs** and **cover letters** by e-mail to l.stepanyan@caritas.am and chairperson@sme.am not later than **16th of January, 2019**. Please indicate the title of the position "Communication and PR officer for Business Incubator" in the subject line of your e-mail.

Armenian Caritas and SME Cooperation Association are grateful to all interested applicants; however, only shortlisted candidates will be contacted for the interview.