

Terms of Reference

IRIS Business Incubator Foundation

in the framework of “Increased Resilience of Syrian Armenians and Host Population” (IRIS) Programme

Call for the selection of Communication & PR Officer for IRIS Business Incubator and IRIS Programme

Position	Communication and PR officer
Place	Yerevan, Republic of Armenia
Duration	Long-term contract/part-time
The deadline for proposal submission	03.05.2020
E-mail submission of technical proposals	iris.businessincubator@gmail.com ; l.stepanyan@caritas.am and info@sme.am

1. 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 \(MADAD Fund\)](#), Austrian Development Cooperation and Austrian Red Cross. 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.

The EU funded IRIS Business Incubator (IRIS BI) is a new Armenian institution supporting Syrian Armenian and local entrepreneurs to establish and develop successful ventures by providing a unique full cycle of business support services, including training, coaching, mentoring and access to finance with grant and loan funds which was established in 2019 by “Armenian Caritas” Benevolent NGO and “SME Cooperation Association” NGO within the framework of the IRIS programme.

The mission of the IRIS Business Incubator is to enhance the economic integration of Syrian-Armenians and host population through raising the competitiveness of the local economy by stimulating innovation and entrepreneurial spirit in Armenia. IRIS BI aims to become a tool for sustainable development of future generations of start-ups and will stimulate the culture of entrepreneurship by bringing positive change to the business culture of Armenia through innovative approaches.

IRIS BI and IRIS Programme seek a Communication & PR Officer 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 IRIS BI and Programme Communication & PR Officer will be responsible for managing the BI and IRIS programme 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.

Immediate supervisors: Executive Director of IRIS BI and Austrian Red Cross (AutRC) management as per task.

2. Job responsibilities

For the IRIS Business Incubator

- updating 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 IRIS BI and resident start-ups via traditional and social media
- commissioning market research
- will report to IRIS BI Executive Director and AutRC programme management per request

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 in close cooperation with IRIS programme management
- preparing articles and developing regular Bulletin on IRIS programme activities and coordinating well with IRIS programme partners for contributions from their side
- collecting and administering photographs of different programme activities and partners
- maintaining and updating the IRIS programme website
- coordinating the planned film over all activities and successes and ensuring donor visibility
- compiling quarterly visibility and monitoring report with media publications/links on all programme components, to be submitted to Brussels
- for this will work under the guidance of and will report to AutRC programme management

For both IRIS BI and IRIS programme

- 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, in both Armenian and English
- devising and coordinating photo opportunities
- organising events including press conferences, exhibitions, open days and press tours
- maintaining and updating information on the IRIS BI website
- managing and updating information and engaging with users on social media sites (Facebook, LinkedIn, Twitter, Youtube etc.)
- creating and using opportunities to publicise IRIS BI together with IRIS Programme to ensure further funding and continuity of actions

- fostering community relations through events such as open days and through involvement in community initiatives
- archiving all the final visibility files and items in professional formats at AutRC programme office on monthly basis
- ensure donor visibility according to IRIS programme visibility rules and regulations

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
- Experience working with EU funded projects and knowledge of EU general visibility rules
- 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 IRIS BI and Programme Communication & 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 IRIS BI and Programme Communication & PR officer will be engaged on a part-time basis 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 iris.businessincubator@gmail.com, l.stepanyan@caritas.am and info@sme.am not later than **May 3, 2020**. Please indicate the title of the position “IRIS BI and Programme Communication & PR Officer” in the subject line of your e-mail.

IRIS Business Incubator and Programme team is grateful to all interested applicants; however, only shortlisted candidates will be contacted for the interview.