

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

We create opportunities

We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

In Albania, Swisscontact carries out 'Skills for Jobs' (S4J), a project of the Swiss Agency for Development and Cooperation SDC.

S4J project commenced its (first) phase in October 2015 and ended it in April 2019. Since May 2019, the project has started its second phase until June 2023. For further information please visit: www.skillsforjobs.al.

To support us in the project activities we are looking for:

PR & Communications Officer

Employment start: January 2022

Contract duration: Until the end of the Phase II of the project, 30 June 2023. (3 months' probation period applies)

Place of work: Tirana based, Albania
Disposition for frequent travelling within the country.

Job Role:

The PR & Communications Officer conducts the preparation and implementation of the project communication strategy. He/She is responsible for project visibility towards stakeholders and partners, following a communication for development approach

(C4D). Will have a direct reporting line to Skills for Job Project Manager.

Tasks

- Develops and implements overall communication strategy for the Skills for Jobs project;
- Responsible for project visibility towards stakeholders and partners;
- Undertakes digital distribution, promotion, monitoring and website analytics;
- Undertakes and oversees the development, production and design of interactive, visual communications, and digital products;
- Arranges for, oversees or undertakes the research, storyboarding, production, design and development of a range of interactive, visual communications and digital products on Skills for Jobs priority areas through multiple platforms, as part of regular external communications initiatives and outreach. This includes, but is not limited to, infographics, graphs, charts, data visualizations, animations, micro-videos, maps, transmedia features, quizzes, web, mobile applications and podcasts;

- Curates S4J system news, speeches, press releases, videos and photos and events for project' Events Calendar;
- Oversees the distribution of content for S4J social media accounts (Facebook, Instagram, LinkedIn, Youtube) daily;
- Arranges for or undertakes the set-up of newsletter templates, as needed, for major external communications initiatives and outreach purposes;
- Regularly monitors and reports on website analytics to inform digital strategies online (e.g. user experience, SEO, etc.);
- Manages relationships with external providers and supervises the production schedules and work of designers, and gives input in developing content;
- Manages relationship with national, local and international media providers for a wide communication of project initiatives and VET;
- Researches latest digital trends in communications space and conceptualize creative opportunities for digital innovation; monitors and identifies editorial and technological trends in digital content curation and applies them to S4J;
- Researches and implements new avenues for digital content distribution and promotion;
- Contributes to Knowledge management and capitalization of experiences;
- Supports partner VET providers in their communication and marketing efforts.

methods, interactive and visual communications processes and web project lifecycles;

- Good understanding of best practices in user experience, usability and SEO;
- Strong communications, research, editing, and writing skills with proven experience in producing visually compelling digital products.

Swisscontact offers attractive working conditions in an international and multicultural context. We see our work as a joint effort in an agile organizational culture: mutual respect, trust and teamwork.

Interested candidates are encouraged to apply in **Attn to Mrs. Martiri within 21 December 2021, 16:00 hr to al.info@swisscontact.org** with:

- Curriculum Vitae including at least 2 referees contacts.
- A Cover Letter - expressing the motivation to apply for this job.

Only shortlisted candidates will be contacted and invited for an interview. Swisscontact reserves the right to consider only such applications which are completely suitable with the requirements for the position. Your application will be considered with confidentiality in respect of law no. 9887 date 10.03.2008 'For Personal Data Protection'.

Requirements

- Master or equivalent degree in Communications, Marketing, Journalism, Web Design /Digital Marketing or related areas;
- Minimum of 5 years' relevant experience with digital media production and management, design, digital project management and communications at the national or international level;
- Fluency in English and Albanian;
- Excellent project management skills, with proven expertise in working with marketing companies, designers (service providers);
- Excellent understanding on the intersection of technology, web, design, editorial, digital, social media and multimedia platforms;
- In-depth knowledge of digital media, visual communications and interactive storytelling