

Terms of Reference

- a) **Position Title:** Media Assistant
- b) **No of Position(s):** One (01)
- c) **Duration:** 06 months
- d) **Location:** Islamabad (occasional visits to field)
- e) **Reports to:** Deputy Manager Media & Communications, NDRMF

Background:

The National Disaster Risk Management Fund (NDRMF) is a not-for-profit company incorporated with the Securities and Exchange Commission of Pakistan, under Section 42 of the Companies Ordinance 1984. It is a government-owned non-banking financial intermediary with a corporate structure. The NDRMF is working for reducing the socio-economic and fiscal vulnerability of the country and its population to natural hazards by prioritizing and financing investments in disaster risk reduction and preparedness that have high economic benefits, taking into account climate change, as well as disaster risks and their impacts. Under the Disaster Risk Financing portfolio, NDRMF aims at improving fiscal management of natural hazards and disasters in Pakistan and achieving fiscal resilience. In this connection, the Fund, in addition to carrying out other projects, is also in the process of developing Pakistan's first Disaster Risk Financing Strategy

The Media wing is a crucial component in NDRMF involved in communication, advertising and content creation. Its primary focus is to strategize, develop, and execute various media-related initiatives to enhance the company's brand visibility, reputation, and engagement with its target audience.

Scope of Work:

To assist Deputy Manager Media in communication, advertising and content creation.

Detailed Tasks:

The position holder will be responsible for coordinating all media and communication related activities and development of content under the guidance and direction of the department head (Deputy Manager Media & Communications) to ensure effective implementation of the communication strategy.

- To assist in preparing and coordinating annual communications plan supporting the communication strategy and message objectives through media and stakeholder outreach
- Must be able to develop & produce clear, concise, objective and accurate material including press releases, concept notes etc efficiently.
- Support Communications Manager in developing awareness/media campaigns, content development and designing of publications in collaboration with advertising agencies/communications firms
- To assist in designing the concept, and review, promotional materials to ensure that all promotional materials are aligned with company's brand identity.
- To support preparation and coordination of write-ups for publications such as annual reports, newsletters and presentations etc.
- To help draft and disseminate press releases, blog posts, social media content (Facebook, Twitter, etc.)

- To support and manage company's social media presence
- Responsible for media monitoring and analysis report
- Collaboratively manage and coordinate creation and updating of web-content.
- Coordinate media field visits and other capacity building initiatives for media
- Manage creation and selection of photography and videography for print, electronic and digital communications.
- Assist DM in coordinating high quality press events/media briefs and media interviews for CEO

Qualification and Experience:

- Minimum Bachelor's degree in a relevant field (e.g. social sciences/Mass Communication/Journalism from a recognized institute).
- Demonstrated interest and abilities in social media management, content writing, campaign development and brand management.
- Experience in the use of relevant computer applications and software.
- Demonstrated ability to take and edit high-quality photographs.
- Excellent written and verbal communication skills.
- Experience in conducting fieldwork, interviews, and surveys is preferred.
- Excellent written and verbal skills in English/Urdu for preparation of high-quality reports and content for various purposes.
- Creative thinking and problem solving skills.