

ICMPD Job Profile

Project Manager – Communications and Awareness Raising¹

Functional Overview

The Project Manager for Communications and Awareness-Raising leads the planning, coordination, and implementation of communication and public awareness interventions under the Migration Partnership Facility (MPF). Under the supervision of the Senior Project Manager and in close cooperation with partner authorities, service providers, and ICMPD's internal experts, the incumbent applies both thematic expertise in strategic communication, awareness-raising, and migration issues, and project management principles to design and deliver communication campaigns that enhance public understanding of migration, support behavioural change, and strengthen cooperation among local, national, and regional actors.

Key Results

Strategic Communication and Campaign Planning: Campaigns are designed using research, monitoring and evaluation findings, and behavioural insights to address context-specific irregular migration challenges. Messages, visuals, and multimedia content are produced and disseminated across digital, broadcast, print, and community-based channels, reflecting ethical standards, inclusivity, and cultural and linguistic diversity. Communication activities promote balanced and evidence-based narratives on migration, strengthen credibility, and encourage informed public dialogue and positive behavioural change. Coordination with internal experts ensures that campaign planning and creative development draw on ICMPD's internal expertise and reflect the organisation's communication standards and methodological approach.

Communication Campaign Management: Requests for communication and visibility support are systematically reviewed and prioritised in coordination with the Senior Project Manager. Potential risks and feasibility are assessed, and approved requests are translated into implementable activities. Campaigns are planned, implemented, and monitored in accordance with the workplan, applying project-cycle management principles to define objectives, timelines, budgets, and quality standards. Budget use and financial performance are monitored to ensure efficiency and compliance with ICMPD regulations and donor visibility requirements. Procurement and contracting processes are coordinated and monitored with service providers to ensure timely, high-quality delivery of outputs. Monitoring, evaluation and learning practices are integrated throughout implementation to inform evidence-based decisions and reporting.

¹ This job profile is classified at IP3

Partner and Stakeholder Coordination: Partnerships and working relationships with partner authorities, service providers, and colleagues are maintained to ensure effective coordination and information flow throughout campaign delivery. Stakeholder expectations are managed, and regular communication and progress updates promote transparency and alignment. Roles and contributions of partners and service providers are clarified and monitored to maintain accountability and consistency in campaign delivery. Collaboration and information sharing are fostered to strengthen ownership, complementarity, and the overall quality of communication activities.

Project Team Management: Roles, responsibilities, and work priorities of team members and experts are defined and coordinated to ensure efficient implementation of communication activities. Day-to-day guidance, feedback, and technical support are provided to promote collaboration, maintain quality, and ensure adherence to ICMPD's standards and procedures. Performance of assigned staff, consultants, and service providers is monitored in coordination with the Senior Project Manager, with attention to timely delivery and professional development. Knowledge, tools, and lessons learned are documented and shared within the Facility to support learning and continuous improvement.

Required Expertise

- Strong knowledge of communication, various types of media and behavioural-change strategies in international or development contexts.
- Proven ability to plan and manage complex communication projects and campaigns, including concept design, budgeting, procurement, and coordination with service providers and partners.
- Excellent understanding of migration dynamics, public perception issues, and communication sensitivities related to Smuggling of Migrants (SoM) and Trafficking in Human Beings (THB).
- Solid experience designing and implementing multi-channel awareness-raising initiatives using digital, print, and community-based media.
- Strong interpersonal and coordination skills to engage constructively with government partners, international organisations, civil society actors and the private sector.
- Experience managing a team to plan and deliver communication campaigns.
- Analytical thinking and ability to integrate data, research and M&E results into communication planning and delivery.
- Proficiency in digital communication tools and analytics platforms (e.g. CMS, Adobe Creative Suite, Hootsuite, Google Analytics, Meta Insights).
- Ability to manage multiple tasks under tight timelines while ensuring quality and adherence to institutional standards.

Qualifications, Experience and Language Skills

- Master's degree in Communication, Media, International Relations, Development Studies or a related field.
- Minimum of five years of professional experience in the management of international communication projects and/or awareness-raising campaigns, preferably in migration, development, or humanitarian contexts.
- Working experience in low and/or middle-income countries is strongly desirable.
- Previous team leadership experience.
- Proficiency in English (verbal and written) is required. Working knowledge of French and/or Arabic is strongly desirable.
- Proficiency in the use of IT and digital collaboration tools.