

## ICMPD Job Profile

# Project Officer – Communications and Awareness Raising<sup>1</sup>

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### Functional Overview

The Project Officer for Communications and Awareness Raising supports the planning, implementation and monitoring of the Migration Partnership Facility's communication and awareness raising activities. The role focuses on producing and adapting social media content, monitoring social media interactions and contributing to multi-channel communication outputs that strengthen public understanding of migration and promote balanced, evidence-based narratives.

The Officer contributes to the preparation, adaptation and testing of communication materials and supports outreach activities in EU partner countries outside the EU. The role collects feedback and monitoring data to inform improvements and assists in the preparation and testing of communication toolkits. The Officer supports the Project Manager in coordinating with service providers and partners and assists with procurement, logistical and financial processes in line with ICMPD rules, regulations and donor requirements to ensure effective execution of communication activities.

### Key Results

**Social Media Content and Visibility Support:** Social media content and other communication materials are drafted, adapted and produced to support the Facility's communication and awareness raising work. Messages, visuals and formats are tailored to target audiences, informed by background material and coordinated with the Project Manager. Digital, print and broadcast content is prepared, adapted or translated in line with Facility guidelines and donor visibility requirements. Contributions to articles, posts, brochures, toolkits and other outputs help maintain clarity, coherence and accessible messaging across channels.

**Communication and Visibility Implementation:** Operational and technical support to communication and visibility activities is provided throughout planning and implementation. Inputs for terms of reference, work plans, action fiches and visibility items are prepared in coordination with the Project Manager and colleagues. Procurement, logistical and financial processes related to communication delivery are supported in line with ICMPD rules and donor requirements. Coordination with creative agencies and internal teams contributes to timely and consistent production of communication outputs.

**Partner and Stakeholder Engagement:** Regular coordination with partner authorities, service providers and Facility colleagues supports consistent messaging and smooth execution of communication activities. Meeting materials, updates and feedback are prepared and shared to

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<sup>1</sup> This job profile is classified at IP2

maintain alignment on content, timing and visibility standards. Inputs from partners and contracted providers are collected and organised so they can be incorporated into campaigns and communication products without delays.

**Monitoring, Reporting and Knowledge Management:** Data and information on communication activities, particularly digital and social media metrics, are collected, organised and summarised to support monitoring and progress reporting. Relevant digital and communication channels are monitored regularly to provide timely insights for ongoing activities. Lessons learned and visual documentation are compiled and stored systematically, in coordination with the MEL Officer, to contribute to reporting and knowledge sharing across the Facility.

### Required Expertise

- Knowledge of communication and visibility principles in international or development cooperation contexts.
- Familiarity with content production processes and communication tools, including digital and social media platforms.
- Ability to develop and support the implementation of social media content strategies and editorial calendars aligned with the Facility's objectives.
- Strong copywriting and storytelling skills for creating engaging, platform-specific content.
- In-depth understanding of major social media platforms, their algorithms, trends and best practices.
- Awareness of crisis communication principles and risk management in social media contexts is an asset.
- Experience supporting implementation of multi-channel communication activities and campaigns.
- Ability to coordinate with service providers, partners, and internal colleagues in a multicultural environment.
- Understanding of migration issues and sensitivities related to public communication around migration.
- Strong organisational skills and attention to detail to manage multiple tasks and deadlines.
- Proficiency in digital and collaboration tools; familiarity with design, publishing or analytics tools is an advantage.

### Qualifications, Experience and Language Skills

- Master's degree in Communications, Media, International Relations, Development Studies or a related field.
- Minimum of three years of professional experience in communications or awareness-raising activities, preferably in international or development contexts.
- Proven experience in creating and supporting the management of social media content and campaigns; ability to draft engaging posts and adapt messages for different platforms.
- Experience in the field of migration or with migration-related projects, including understanding of sensitivities in public communication.
- Experience drafting communication materials or assisting in social media content management is an asset.
- Experience supporting procurement, logistics, or administrative tasks for communication projects.
- Proficiency in English (verbal and written) is required. Working knowledge of French or Arabic is desirable.
- Proficiency in the use of standard IT tools and communication platforms; familiarity with design or publishing software is an asset.