



**Society for the Conservation of Nature of Liberia (SCNL)**  
**Henry's Compound, Opp. German Embassy, Tubman Boulevard, Congo Town,**  
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**BirdLife**

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## **JOB VACANCY ANNOUNCEMENT**

### **COMMUNICATION OFFICER**

Applications are invited from suitably qualified candidates for the post of **Communications Officer** for the Society for the Conservation of Nature of Liberia (SCNL). The Communications Officer will report to the SCNL Program Manager.

#### **Job Profile**

Under the broad guidance of the Program Manager, assumes primary responsibility for planning, developing, and implementing communication strategies to promote SCNL programs. The incumbent will also be responsible for developing partnerships with other relevant organizations and with the SCNL local, national, and Global Networks and partnerships to disseminate information and create awareness about topical conservation issues and SCNL Liberia program pillars.

#### **Key Responsibilities**

##### **1. Program Communications for advocacy and awareness**

The Communications Officer will work closely with the SCNL Program section to ensure that relevant program materials such as Human-Interest Stories, donor reports, proposals, factsheets, infographics, etc. are developed and disseminated to donors and target groups through relevant media and network channels. The Communications Officer will assist SCNL in proposals development stage to identify appropriate communication activities for all projects.

##### **2. Media Relations**

Develop and maintain contact information, materials, and relationships with journalists and media outlets (print, TV, radio, web, etc.) within and outside Liberia to increase coverage of conservation issues in the media (print, broadcast, and digital). Specific activities may include:

- Draft and edit articles, press releases, human interest stories, and other advocacy/information materials.
- Collaborate with the media by organizing project site visits, facilitating photo coverage and TV footage, and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings, etc.

### **3. Digital Communications/social media**

Maintain SCNL website and social media sites (Facebook, Twitter, Instagram, and YouTube) such as daily monitoring, posting, and content development.

### **4. SCNL Brand and Communications**

Ensure timely and quality production of advocacy and branding materials such as periodicals, annual and donor reports, supplements, calendars, briefing notes, Human Interest Stories, picture stories, videos, etc. The Communications Officer will develop and archive communication materials, including digital, such as publications, press releases, clippings, photographs, audio-visual materials, web resources, etc.

### **5. Donor Relations**

Develop and maintain an updated list of SCNL donors and special interest groups. Assist in developing donor visit schedules/brochures, donor gifts, cards, etc. Support preparation of background materials, briefs, and information kits for visiting donors and high-profile guests/visitors. The task includes travel planning, logistics, and administrative arrangements.

### **6. Events/campaigns**

Assist in organizing and generating public support for special events and campaigns to promote strategic conservation goals. Support organization of workshops, seminars, campaigns, events, and project review meetings including agendas and meeting minutes.

### **7. Monitoring and evaluation**

Monitor and evaluate the impact of communication materials and advocacy events/campaigns to target audiences in collaboration with the Monitoring, Evaluation, and Learning Officer.

### **8. Working relationships**

The Communications Officer will have to work closely with all SCNL projects coordinators/officers on a daily basis. He/She will maintain close interaction with communications and program staff of the SCNL network and with entities associated with communications and conservation work within and outside the government, including the local media and conservation partners.

### **9. Values and Ethics**

The candidate should have a high level of integrity, accountability, and punctuality and be willing to work beyond normal working hours. He/she should also demonstrate and be exemplary in portraying SCNL values and ethics. He/she should be a good team player.

### **10. Minimum Qualification and other Requirements:**

**Education:** Bachelor's Degree in communications, journalism, public relations, or a related field.

**Experience:** At least three years of similar work experience is required. The candidate should be able to work independently – with minimum supervision and guidance from supervisors. Demonstrated and extensive social media experience is an added advantage.

**Skills:** Excellent written and oral English communication skills are required. Knowledge of other languages/dialects is an asset. He/she should have advanced working knowledge of MS Office (Word, PowerPoint, Excel, and Publisher). Candidates with basic design and layout skills and adept

in using Adobe Photoshop and PageMaker are an added advantage. Demonstrated and extensive social media experience is an added advantage.

## **Submission of Applications**

Please submit the application address to:

The Finance & Administrative Manager  
Society for the Conservation of Nature of Liberia (SCNL)  
Henry's Compound, Opposite German Embassy  
Tubman Boulevard, Congo Town

or email: [vacancy@scnlliberia.org](mailto:vacancy@scnlliberia.org)

Deadline for Applications: March 31, 2022

*Females and persons with disability who are qualified are encouraged to apply*