

IJB Team Specialist Role Profile

IJB Communication Specialist

Duration/Term	2 years
Level	International
Supervising	IJR's
Areas	Communication, Social Media, Design

General overview of the role

The Communication Specialist initiates and manages International Junior Branch's Communication Strategy, with the aim to improve the visibility of the organisation to different target audiences. The role supports Local, National and Regional Junior Branch by advising their communication efforts and ensuring alignment to the CISV brand, maintaining impactful profile-raising. On a regular basis, the Communications team collaborates on all strategic planning for campaigns, general communications and promotions, major events and social campaigns as well as collaborating with the Regional Team in their communications efforts through the Regional Communication. The designing of different types of documents (support, internal and external communication, presentations) demand an understanding of CISV brand and design skills.

Key responsibilities and tasks

- Generate visual content to support Junior Branch's communication efforts, using various and innovative tools
- Improve the visibility of Junior Branch towards different target audience by advising good practices of recruitment
- Continuously improve IJB profile-raising efforts by developing a deep understanding of the strategic values of various communication tools and mediums
- Monitor the alignment of the CISV brand, policies, and values in communication initiatives at all levels of Junior Branch
- Represent Junior Branch in CISV International's Communications Team
- Generate content from the region to be used (at all levels)
- Support the Regional Communication Specialists in the design of their materials and respect of organisational guidelines
- Provide guidance to National Junior Branches, especially in the creation and implementation of their design efforts

Key competencies (ASK)

Attitudes - Willingness to:

- A strong sense of responsibility and accountability

- Follow the CISV's communication guidelines such as Looking Good, Just Saying, and R-17A to ensure the proper use of the CISV brand
- Create new and useful ideas
- Be proactive towards both individual and group ideas or project
- Willingness to listen and learn
- Improve CISV's visibility for different target audiences
- Innovate based on evaluation of current communication efforts

Skills - Ability to:

- Communicate clearly and sensitively and take an active part in discussions
- Respect deadlines
- Think and act proactively
- Work individually
- Work in virtual teams
- Adopt the style, tone, and voice of CISV's various content types
- Creativity and documented immersion in social media, especially Facebook and Instagram
- Align with the IJB Communication Strategy with the CISV branding guidelines and values
- Identify and act upon relevant communication strategies for different target audiences

Knowledge - Understanding of:

- CISV branding guidelines, values, and relevant policies
- Junior Branch and its goals and structure
- Excellent writing and language skills
- Priorities and work of CISV International Communications Team

Working relationships

- **IJB Communication Specialist:** works together as a team towards finding appropriate strategies and designing tools for IJB communication. In a junior-senior system, they collaborate on the production, publication, and innovation of high-impact communication materials for IJB social media.
- **International Junior Representatives:** establishes effective communication channels between the IJRs and the CISV community, ensuring their current priorities and tasks are well-understood.
- **IJB Team:** ensures the team's initiatives contribute to raising CISV's profile by drafting recommendations based on the projects for international committees and communicating their accomplishments
- **Regional Teams and Regional Communication Specialist:** delivers and supports innovative communication strategies to expand CISV's reach
- **International Office's Communications and Fundraising Manager and Coordinator:** provides input and Junior Branch's perspective to CISV International's Communications Team