



Women and Media Collective  
Established 1984

## VACANCY

***Women and Media Collective (WMC) is looking for a dynamic individual who has excellent communications skills and a commitment to work on the rights of women and on gender equality, to be part of our team.***

### **Main Responsibilities:**

- Develop and implement communication strategies and advocacy campaigns together with the programme teams for print, broadcast media and social media.
- Be responsible for maintaining WMC's media presence and, lead advocacy campaigns to raise awareness on feminist principles, women's rights, and gender equality.
- Update and maintain WMC's social media accounts and digital platforms to cultivate awareness on gender justice, promote project activities and foster deeper community engagements.
- Facilitate developing a sustainable long-term media visibility plan.
- Liaise and build relationships with media institutions including journalists of traditional and new media outlets.
- Compile and update a media directory to send updates, media releases, statements, and any other information.
- Review and edit communication materials prepared by other staff to ensure high quality from a communications point of view
- Work closely with WMC Programme Teams to ensure the effective fulfillment of the overall mission of WMC.

### **Qualifications:**

- The Ideal candidate should possess a Bachelors' Degree or higher qualification in Social Sciences or, Media or any other relevant field from a recognized university with at least 2 years' experience in a similar capacity. A background in Journalism and/or mainstream media or social media will be an added advantage.
- OR, Advanced Diploma and prior work experience with at least 5 years in Media and Communications with a proven record and accompanied by strong letters of recommendation.
- Knowledge and sensitivity to current socio-political trends in Sri Lanka and a strong commitment to social justice and feminist values.
- Excellent knowledge of MS Office and other relevant computer skills, social media platforms, internal and external communications.
- Familiarity with design software and ability in designing social media products.
- Strong analytical, report writing and communication skills.
- Leadership and organizational skills, and the ability to work both independently and in a team.
- Excellent English language skills, both written and spoken. Proficiency in Sinhala and/or Tamil is essential.

**Please forward a detailed CV, cover letter, and contact details of two non-related referees by 20<sup>th</sup> August 2024 to [wmcsrnlanka@womenandmedia.org](mailto:wmcsrnlanka@womenandmedia.org)**

