



CALL FOR APPLICATIONS

Job Announcement

Position: Senior Communication and Fundraising Officer

The Advocacy and Policy Institute, a well-established and active Cambodian NGO operating in the field of advocacy, human rights, good governance and community support, is seeking a skilled, pro-active person, with a keen interest in Communication and Fundraising, to promote API's projects and strengthen its presence in the Cambodian civil society.

API is currently looking for a Cambodian candidate for the position of **Senior Communication and Fundraising Officer** to promote API's projects and strengthen its presence in the Cambodian civil society

How to apply

Interested applicants are requested to submit a cover letter and detailed CV by email or by post to the address below.

Closing date: 7 March 2025 by 5PM.



Job Description

Position: Senior Communication and Fundraising Officer
Contract type: Fixed Duration Contract and possible to extend
Location: Phnom Penh
Basic Salary: USD 900 to USD 1,200
Report to: Executive Director

Job Purpose

The Senior Communication and Fundraising Officer will work to promote API's projects and strengthen its presence in the Cambodian civil society.

Key expected results and responsibilities:

Fundraising (local and international philanthropy, private companies CSR, foundations)

- Support the Project Teams and Management to achieve API's fundraising goals and targets by designing projects for fundraising, writing proposals, leading fundraising activities focusing in particular on raising funds (donations, crowdfunding) from local and international foundations, local communities, individual supporters, private enterprises and philanthropists.
- Document, produce, and share high-quality communication materials (success stories lessons learned, impacts, and best practices) through various communication channels to reach out present and potential donors.
- Support in organizing and promoting fundraising events to engage and mobilize donors and public support towards API's projects and activities.
- Build and maintain positive relations with the national and international donors, media, influencers, partners, and stakeholders. Secure media coverage and visibility for API's fundraising activities/campaigns (institutional fundraising, training and consultancy, and local fundraising).
- Monitor and evaluate the effectiveness and impact of API's fundraising activities and share the feedback with managers and staff, to improve and innovate communication and fundraising practices.
- Participate in identifying and pursuing funding opportunities and income generation initiatives to sustain and develop API's capacity development and consultancy service.
- Contribute to fundraising efforts through the expansion of capacity development and consultancy services related to media, communication and advocacy, and fundraising.
- Participate in developing business plans, designing projects, and developing proposals, to raise funds from different sources.
- Lead in developing and implementing marketing and branding strategies.
- Develop marketing content and branding awareness of API and API services to target audiences, promote products and services to current customers as well as potential clients.
- Participate in conducting market research to identify potential consumers, competitors and to expand market opportunities.
- Implement marketing campaigns and networking activities.
- Establish and attend networks and coalitions of business associations, private companies and CSOs, to publicly market the products and consultancy services of API.

- Build customer relations management (CRM) systems and maintain regular relations with both current and new potential clients by updating them on API services.
- Manage API's online contact points: Website, email, Facebook Messenger, Telegram, phone hotline.
- Hosting online seminars and webinars/short courses.

Marketing

- Support the marketing activities of the API consultancy's marketing strategy.
- Participate in development and implementation a strategic partnership with development partners and NGO networks.
- Conduct digital and face to face marketing activities
- Produce marketing materials (short advertising spot, leaflet, posters, testimony videos, service manuals, one pager of key annual events, key contact person name cards.
- Distributing marketing materials about API services.
- Produce contents for API website for the consultancy service.

Communication

- Lead the daily work of API's communication and marketing activities.
- Coordinate communication across the whole spectrum of online tools (including website updates and social media contents).
- Manage and monitoring all API social media accounts and the content of the website.
- Develop and implement an exhaustive communication database, keeping track of the currently existing and planned online resources available in all API projects.
- Research, write and edit short stories, articles, brochures, leaflets, press releases and other multimedia/communication content related to API's projects.
- Collaborate with other API Staff in the production of audio/video content related to API's projects.
- Collaborate with other API Staff in the production of content for API's website and social media accounts.
- Update API's social media accounts on a daily/weekly basis.
- Collaborate in the organization of Press conferences, webinars and other communications and networking events.
- Develop API's social media presence, including regular text / visual content production and review.
- Document, develop, and disseminate stories of API's work, impacts and its projects and business activities.
- Monitor and manage comments, as well as the general impact on target groups
- Constantly follow the developments in API's projects, as well as the general news, and timing posts accordingly.
- Plan, implement and monitor communication campaigns directed at advocating for core API issues and/or at securing, consolidating, and enlarging API's constituency; with particular emphasis on API's Strategy 2024-28 and Business Unit.
- Regularly consult with API's director and executive committee, and the project teams on communication needs and topics to be covered.
- Support API programme/project managers in their efforts to communicate and showcase the activities and results of their projects.

- Intensively train a limited number of designated API team members to produce publishable visual content.
- Prepare media articles and reports about community issues and API's achievements, impact for API management, trustees, members, and funders to monitor delivery and impact.
- Continue to develop the media, public communication materials and kit (graphic package defining API's visual identity, text templates) according to the organization's needs.
- Advise and support API staff in their effort to market their service offer and increase the revenue from sales and donations.

Media Relations

- Produce press releases and advisories, pitch stories to journalists, organize press briefings and build internal capacity to work with media effectively, with emphasis on the API's projects and Business Unit.
- Develop and maintain effective relations with journalists and maintain a database of communications with the media and CSOs and Development Partners.
- Support management to respond to media inquiries and arrange interviews.
- Maintain records of media coverage.

Consultancy Services

- Implement consultancy activities related to product & service marketing activities.
- Delivery of high-quality project- funded training and capacity development measures and consultancy-based training and capacity development services related to media, communication and advocacy...etc.
- Lead and participate in the trainer team's development of training curricula, online and e-learning resources, and provision of training, coaching, and mentoring in the API's thematic areas related to media, communication and advocacy...etc.
- Design and implement consultancy-based capacity development services and income generation activities based on market need assessments including training modules/capacity building, research, evaluation, and organisational development design based on client needs related to media, communication and advocacy...etc.

Skills:

- Excellent command of spoken and written Khmer, and good command of English (both spoken and written)
- Good command of Microsoft Office package.
- Knowledge of editing and graphic tools (Adobe Photoshop; InDesign; Illustrator, Canva, or equivalent).
- Good knowledge and habitual practice of social media (Facebook; Instagram; TikTok).
- Knowledge of basic Photography/Video-making.

Qualification Required:

- Master degree in field of Media, Communication, Marketing, Business Administration or similar field.
- Experience of work with the media and/or INGO, NGO at least 3 years

- Mature, soft-spoken, quick learner, flexible and pro-active.
- Fast-thinker, critical thinker, creative.
- Able to work in a team but also individually.
- Able to work under time pressure.
- Able and willing to travel to the provinces/project locations, also on short notice.
- A demonstrated a strong passion for API’s vision, mission, and goal.

How to apply

Interested applicants are requested to submit a cover letter and detailed CV by email or by post to the address below.

API is committed to a policy of equal opportunities, and value inclusion, and seeks to have a diverse and inclusive workforce. Applications are welcome from people of all origins, ages, religions, genders, ethnicities, sexual orientations, and disabilities. Every application will be reviewed against the above requirements for the position only. **Women and people with disabilities are encouraged to apply.**

Due to a high volume of applications, only short-listed candidates will be contacted. Your application/CV will not be returned.

Closing date: 7 March 2025 by 5 PM.

More info and job description at <http://www.apiinstitute.org>