

Scope of work:

2 Opportunities

COMMUNICATIONS OFFICER

Reports to: Communications Director

The Communications Officer assists in creating communications content on behalf of the organization.

This includes writing press releases, developing blog content and creating social media posts. They will also be tasked with tracking campaign analytics and maintaining digital media archives.

Why You'll Enjoy This Role


Our work is our message. You will be part of a world-recognised team that conducts pioneering research and development in Trinidad and Tobago, furthering the cause by ensuring our messaging is consistent, relevant and able to connect with audiences. As our Communications Officer, you will be charged with ensuring that our message is communicated as widely as possible in an honest and transparent manner in efforts to build the critical mass necessary for change.

Key Responsibilities & Duties

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content;
- Promote communications and marketing materials through appropriate social channels;
- Track analytics and create reports detailing successes and short comings of communications campaigns as needed;
- Ensure that all communications and marketing material aligns with brand standards;
- Maintain digital media archives including photos and videos;
- Website content maintenance;
- Conceptualize and implement communications strategies and campaigns in collaboration with other key personnel;
- Develop escalation protocols for managing communication crises, should they arise, in collaboration with other key personnel;
- Perform tasks that may be assigned from time to time by the Board of Directors;

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The Silver Lining Foundation (SLF) is a youth-led organisation that addresses bullying and violence within the framework of sexuality diversity. Through the Pillars of Support, Education and Advocacy, we have streamlined different initiatives to meet the needs of LGBTQ youth in Trinidad and Tobago and across the Caribbean. Our team has worked with individuals, organisations and donors across the globe to conduct pioneering research on bullying and violence in secondary schools, psychosocial peer support groups for LGBTQ youth and their families, mental health interventions and social outreach programmes for students and training programmes for school teachers and administrators where we've helped thousands of young people across the country.

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Qualifications & Experience

- While volunteerism is open to all – including non-graduates – strategic knowledge of social media best practices will be considered. Knowledge of videography/production is also advantageous;

Desired Knowledge, Skills & Abilities


- Familiar knowledge of social media sites including Facebook, Twitter, Instagram and YouTube;
- Knowledge of social media best practices;
- Proficient using multi-social posting programs such as Hootsuite;
- General knowledge of Search Engine Optimization and internet ranking for web content would be advantageous;
- Familiarity with web design and publishing;
- Ability to write clear, attractive copy with a distinct voice;
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach;
- Must possess exceptional writing skills and be able to compose engaging and accurate content;
- Strong communicator who works well independently and with a team;
- Knowledge of Adobe PhotoShop, InDesign, and Illustrator is an asset;
- Understanding of communications, public relations and marketing best practices;
- Ability to think strategically and identify ways to improve communication efforts;
- Must be resourceful and take initiative even when given minimal direction;

Equal Opportunity

The Silver Lining Foundation (SLF) is an equal opportunity organisation and prohibits discrimination and harassment of any kind: SLF is committed to the principle of equal employment opportunity for all employees, volunteers and applicants and to providing everyone with a work environment free of discrimination and harassment.

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All decisions at SLF are based on organisational needs, job requirements and individual qualifications, without regard to race, colour, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in Trinidad and Tobago.

SLF will not tolerate discrimination or harassment based on any of these characteristics.


The submission deadline is **Sunday, Jan 31st 2021** at 11:00 pm (GMT -4).

Apply online: <https://silverliningtt.com/volunteer>.

[Apply Online](https://silverliningtt.com/volunteer)

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