

Communication and Digital Marketing Mentor

Sri Lanka

This assignment has been negotiated in good faith with the Partner Organisation, and the information contained was correct at the time of acceptance of the request. However, while we take responsibility for matters under our direct control, all assignments and arrangements are subject to change. This assignment may be amended or withdrawn to reflect changes in circumstances.

ASSIGNMENT DETAILS

Assignment title	Communication and Digital Marketing Mentor		
Partner Organisation	SAFE Foundation		
Location	Anuradhapura, Sri Lanka		
Website of Partner Organisation	www.safesrilanka.org		
Duration of assignment	12 weeks.	Start date	28/06/2021
Type of assignment	Remote	Australian Organisation	N/A
Time commitment	Full time (25 hours per week or more) (Remote volunteers only)		

PARTNER ORGANISATION OVERVIEW

The Social Advancement for Family Empowerment (SAFE) Foundation is a non-profit organization established in 2007, focusing on the formulation and implementation of development programs for the upliftment of disadvantaged communities in Sri Lanka. The work of SAFE Foundation is focused on Education, Health, Livelihoods, Peace and Inclusion, with the following objectives :

- To develop a sustainable community that possesses their own mechanisms to respect human rights and self-dignity.
- To activate children's programs whilst ensuring the rights of children for their protection, development and survival.
- To be active in networking and building forums to promote ethnic integration by respecting diversity to bring peace, act against social injustices and end discrimination.
- Work for environmental protection in all possible ways to promote sustainability of natural resources for future generations.

SAFE is currently involved with advocacy for migrant workers' rights and land entitlement rights within COVID-19 response activities in Anuradhapura district through a USAID IDEA project, and facilitating combatting human trafficking, including child trafficking in Pollonnaruwa district in partnership with IOM, State department of US and Ministry of Justice. Furthermore, SAFE is running a Right To Information (RTI) Hub with the support of Transparency International Sri Lanka (TISL) to ensure rights to information of the public.

Australian Volunteers Program

ASSIGNMENT DETAILS
Assignment overview <p>This volunteer assignment is significant to SAFE Foundation to ensure the organization's visibility through various channels of communication. This volunteer assignment will help improve the implementation of strategic communications across digital platforms, including social media, to provide better services for vulnerable and underprivileged communities in Sri Lanka, emphasizing organizational visibility among stakeholders. The organisation lacks expertise in the field of communication. Hence seeks the assistance of an Australian Volunteer in the area of communication and digital marketing.</p>
Assignment objectives <p>Enhance SAFE Foundation's communication to help promote gender equality (including inclusion of youth and persons with disabilities), protection and safeguarding of children and marginalized groups.</p> <p>Support and coach PO staff to develop their innovative communication skills, including digital marketing strategies, to ensure efficiency and better services to people in need.</p> <p>To include all people directly affected by the volunteer assignment in the Partner Organisation and community, using strategies that promote: gender equality; inclusion of youth; inclusion of people with a disability; child protection and safeguarding; inclusion of marginalised groups.</p>
Duties and responsibilities of the volunteer <p>Assist with improving the existing communication systems of SAFE to build the organisational image and efficiency.</p> <p>Assist with developing or improving the existing policies and procedures relating to communication.</p> <p>Assist with the improvement and development of the existing website and social media accounts.</p> <p>Share skills with local staff to develop capacity.</p>

Australian Volunteers Program

Selection criteria
Bachelor degree in communication, journalism or relevant academic background within the sectors indicated in the objectives of the volunteer assignment
Minimum of two years' experience in communication development with a high degree of ICT knowledge.
Must be a good team player with broader networking capacities.

Desirable skills, language and experience
Conceptual and visionary skills with competency in communication development.
Ability to work remotely.
Excellent knowledge in English, both writing and speaking, with knowledge and skills in digital technologies.

Line Manager	N. Harsha Jayarathna, Chairman/Managing Director
Staff Supervision	No
Working relationships	<i>Please provide any additional details. This cell does not auto-update from PRF.</i>
Hours and days of work	Monday to Friday, 8.30 am-4:30pm (Sri Lankan time)
Leave	All volunteers are entitled to 20 days leave per 12 months, unless advised otherwise. The same conditions and terms as local colleagues apply, including national holidays.
Professional indemnity insurance (Required for all volunteers who are acting as a medical, allied health or legal professional whilst on assignment.)	No - This assignment is not deemed to require professional indemnity insurance The volunteer should consult the partner organisation about the need for professional indemnity insurance for the role prior to departure. Where required and/or considered essential to hold this insurance, please discuss this with the Volunteer Services Manager in Melbourne prior to departure.

LIVING AS A VOLUNTEER

The Australian Volunteers Program supports volunteers from preparing to go on assignment through to returning home. For a full breakdown of support provided, please visit: <https://www.australianvolunteers.com/volunteering/lifestyle-and-support/>

Living allowance	AUD 30 The allowance levels are based on the cost of living in the host country location and are listed in \$AUD. Allowances will be reviewed periodically and may increase or decrease.
Accommodation allowance	NA
Language support	Language support is provided during the in-country orientation period. Most often, additional resources for further development later in the assignment will be available if required.
Country profile	Learn more about the host country location by reading the country profile. We encourage candidates to research the specific location of this assignment as it will be discussed and addressed with a recruitment officer during the interview process. https://www.australianvolunteers.com/countries/sri-lanka

Australian Volunteers Program

Political or faith-based activities	The Australian Volunteers Program supports partner organisations to achieve their development objectives. It does not engage in or support any evangelical activities and is not linked to any political party. We partner with local faith-based organisations on the basis that the volunteer placement does not engage in evangelising; and participation in activities run by the volunteer is not conditional on conversion or adherence to a particular religious denomination. We also partner with advocacy organisations on the basis that volunteer activities are not in support of a political party or candidate.
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HOW TO APPLY

All applications must be submitted online through the Australian Volunteers Program website. If you have not already done so, you will need to register on our website prior to applying. For more information about how to apply, please visit:

<https://www.australianvolunteers.com/volunteering/how-it-works>

We actively support and encourage people of all backgrounds and abilities to volunteer internationally, and aim to make the program as accessible and inclusive as possible. The program has a dedicated Indigenous Programs Coordinator to support Aboriginal and/or Torres Strait Islander volunteers, who can be contacted at indigenouspathways@australianvolunteers.com. Access and inclusion plans are available for volunteers with disabilities, to ensure their assignments and living and working arrangements are made more accessible.

Personal circumstances

Due to security, cultural, legal or visa restrictions associated with this location, we ask that applicants disclose:

- If they want their same-sex partner to accompany them on assignment.
 - If they want their partner, to whom they are not legally married, to accompany them on assignment.
 - If they want their child(ren) to accompany them on assignment.
 - If they have a criminal conviction where a criminal conviction may be relevant to the inherent requirements of the assignment.
- (Delete any that do not apply)

