**Terms of Reference**

**Online communication officer**

**Background**

In 2016 the European Commission commissioned a project *Western Balkan’s Regional Platform for advocating media freedom and journalists’ safety* (hereinafter: WBP) that gathered regional journalists’ association – Independent Journalists Association of Serbia (IJAS), Association of BH Journalists (BHJ), Croatian Journalists Association (CJA), Association of Journalists of Kosovo (AJK), Association of Journalists of Macedonia (AJM) and the Trade Union of Media of Montenegro (TUMM). The action was developed in cooperation between six organisations as a result of growing restrictions of media freedoms by the state in our societies, as well as a statement of readiness to tackle our position in cooperation. The project allowed partners to form an informal network and build own capacities to monitor levels of media freedoms and safety of journalists, resulting in an online [database of attacks against journalists](https://safejournalists.net/homepage/) and annual [national and biannual regional (comparative) reports](http://safejournalists.net/portfolios/2018-reports-published/).

In 2018 the project continued with support of other donors, while in 2020 a new, three year project was commissioned by the EC. The project, named safejournalists.net, envisages inclusion of Albania, resulting in a need to engage and train a researcher who will be the WBP’s contact point in Albania. S/he will be responsible for monitoring of media freedoms and safety of journalists, update the database of incidents, produce annual report and participate in the overall project activities when necessary. As a special section on the safejournalists.net website will be opened to include Albania, researcher will work together with an online expert to maintain it.

The overall goal of the project is strengthening participatory democracy in the WB countries through regional cooperation of professional and reliable CSOs and their engagement in the process of relevant policy development and monitoring of their implementation. In case of Albania, the consortium does not have an adequate partner but will contribute to national efforts related to this issue.

As in other WB counties journalists' safety in Albania is under increasing risk and the trends indicate the use of variety of new tools to exert pressure and curb media freedoms. All relevant reports (EC Country reports, reports by Reporters Without Borders, Freedom House, etc.) and expressed views by OSCE, Council of Europe etc. agree that journalists' safety in the WB is still a very serious concern. New trends identified by the consortium include pressures via smear campaigns, public naming, administrative harassment, discrimination, financial exhaustion etc. add to chilling effect and impeding citizens’ right to information.[[1]](#footnote-1) WBP database [www.safejournalists.net](http://www.safejournalists.net) details attacks on journalists (but not cases of journalists murdered before 2015[[2]](#footnote-2) and newly included forms of intimidation through pressures):

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type of incident | Threats against lives | | Other threats | | Actual attacks | | Freedom House score | | Press Freedom  Index | |
| Year | ‘17 | ‘18 | ‘17 | ‘18 | ‘17 | ‘18 | ‘18 | ‘19 | ‘17 | ‘18 |
| Albania[[3]](#footnote-3) | 0 |  | 0 |  | 1 |  | 68 | 68 | 82 | 75 |
| BH | 19 | 2 | 10 | 12 | 4 | 5 | 55 | 53 | 63 | 62 |
| Croatia | 7 | 3 | 1 | 2 | 7 | 2 | 86 | 85 | 64 | 69 |
| Kosovo | 5 | 2 | 17 | 10 | 1 | 1 | 52 | 54 | 75 | 78 |
| Montenegro | 1 | 0 | 5 | 2 | 0 | 1 | 67 | 65 | 104 | 103 |
| N. Macedonia | 19 | 2 | 0 | 0 | 0 | 0 | 58 | 59 | 95 | 109 |
| Serbia | 16 | 8 | 7 | 13 | 9 | 7 | 74 | 67 | 90 | 76 |

**Position:**  Online Communication Officer – OCO – part time

**Reports to:** Researcher based in Albania and Project Manager

**Purpose of the job**

Online Communication Officer is responsible for implementation of *Safejournalists.net* *online communication strategy* and safejournalists’ platform online visibility. All tasks and duties of OCO derive from IJAS contract with European Commission and are reflected in IJAS contract with organization, in the *Safejournalists.net* *online communication strategy* that was jointly produced during the implementation of the previous joint project of the Safejournalists Platform and updated recently.

Online Communication Officer - OCO will:

* Update the *Safejournalists.net* *online communication strategy* bearing in mind specific needs and constraints of the country together with the rest of the projects’ online communication team
* Create an accounts on online social networks and update it on regular basis
* Implement *Safejournalists.net* *online communication strategy* and, among other, include:
* Working closely with SEWP Researcher who suggest content for publishing on [www.safejournalists.net](http://www.safejournalists.net) platform and coordinate promotion of the platform content
* Publish all related content on the [www.safejournalists.net](http://www.safejournalists.net) in consultation with SEWP Researcher
* Daily drafting relevant posts in national language (news, press releases, quotes, events etc.) and publishing the using Twitter and Facebook account as well as YouTube and other tools of communication as defined by the *Strategy*
* Production or identification of relevant visuals to accompany posts (in accordance with national copyright law)
* Monitoring of relevant international social media and react in accordance with *Safejournalists.net online communication strategy* (re-posting, liking, commenting, giving information etc.)
* Monitor/’follow’ specific target group members in accordance with project application and goals set in the application and organisations’ Scope of Work
* In coordination with researcher in ALB and PM use funds for online promotion
* Assisting SEWP Researcher in monitoring violation of journalists’ rights
* Be responsible for platform’s online presence during organisation’s joint/ regional public events (tweeting and posting on Facebook), including taking photos
* Be responsible for platform’s online presence during public events the safejournalists network participates in (tweeting and posting on Facebook), including taking photos. This may be done through instructions to organisation’s representative on the event.
* Suggest relevant online influencers to be included in the upcoming actions
* Produce and maintain a list of relevant national and international stakeholders in a form of a mailing list
* Suggest the content for regional monthly or occasionally newsletter or other form of distribution of the information to be sent to international stakeholders in cooperation with Project Coordinator and team of national online communication officers
* Coordinate production and production of short films and infographics together with team of national online communication officers
* Production of the online promotional plans for campaigns planned by the project
* Production of the monthly report about implementation of the promotional strategy
* Supervision of the content published on the safejournalists.net and communication with the IT administrator of the mentioned website
* Coordinate and implement production of short films and infographics
* Participate in advocacy activities of the organisation
* Participate in trainings envisaged by the project

**Line management**

Online Communication Officer is primarily responsible to researcher based in Albania and Project Manager, in charge of overall Project activities for Project’s online presence.

These and additional tasks are delegated in written, via email or during meetings, as stated in agreed minutes or in person, confirmed by corresponding email.

**Decision making**

Online Communication Officer is authorised to make everyday decisions in line with *Safejournalists.net* *online communication strategy*

Decisions that must be approved by the researcher based in Albania and Project Manager include:

1. Answering specific sensitive posts, if those are not already predicted by the Strategy
2. Posting or re-posting potentially sensitive and counterproductive posts

**Reporting and archiving duties**

Online Communication Officer should produce and diligently archive the following:

* Reports regarding relevant online and social media statistics on regional level
* Reports regarding her/his activities, reach and results
* All media content produced as a part of the engagement

**Competences:**

Online Communication Expert must:

* Have good knowledge of working on computer, using social networks and internet
* Experience in creating and managing social network pages (minimum two years)
* Excellent knowledge of English language grammar and writing skills
* Sound knowledge of regional media scene
* Experience in managing social media ads campaign
* Medium level of visual production tools (Photoshop or other relevant programme for making short videos, infographics etc.)

1. See <http://safejournalists.net/wp-content/uploads/2018/12/indicators_on_the_level_of_media_freedom_WB_2018.pdf> for the 2018 WB comparative report on Indicators on the level of media freedoms and journalists’ safety [↑](#footnote-ref-1)
2. Unsolved murders of journalists per country: Serbia – 3 and Montenegro -1 [↑](#footnote-ref-2)
3. Albania is not WBP member, source: CoE Platform [↑](#footnote-ref-3)