

Terms of Reference Communications Expert for Guatemala Office

Impunity Watch (IW) is an international non-profit human rights organization that promotes accountability for crimes against humanity in countries emerging from a violent past. We work together with victims and survivors of violence, as well as women and civil society organizations to combat impunity through research, strategic litigation, and political advocacy at the national and international levels. Our headquarters are in the Netherlands and we implement programs in different countries. The Guatemala office develops programs to promote victim participation in transitional justice mechanisms, prevent violence against women, and strengthen the rule of law.

The Impunity Watch office in Guatemala is seeking the professional services of a communications expert to design and implement a communications strategy that disseminates and spotlights the program work being implemented in Guatemala on the institutional website, social media, national and international media outlets, and other alternative media.

Responsibilities:

The consultant job responsibilities include the following:

- Review the communications materials and media outlets currently used by the IW Guatemala office and make recommendations for improvement and increased dissemination efficacy.
- Design and implement a communications strategy for Guatemala targeting an international audience.
- Coordinate activities with the Impunity Watch team in Guatemala and the communications manager at headquarters in the Netherlands.
- Create communications materials in coordination with the communications manager in headquarters (newsletters, videos, infographics, etc.) ensuring that they include a gender approach.
- Manage the IW Guatemala Twitter account (in Spanish) and provide content (in English) for the global social media platforms.
- Expand IW's network with local and international journalists covering Guatemala and pitch stories of victims to media outlets.

- Ensure a wider media coverage of IW's activities in local and international media.
- Prepare reports on activities carried out.
- Participate in meetings and respond to other requests from the IW Guatemala office director

Professional Skills and Qualifications:

- Bachelor's or graduate degree in communications or related sciences.
- Proven work experience in communications, preferably in media outlets and civil society organizations.
- Knowledge on issues of human rights, transitional justice, and gender equality (preferably).
- 100% bilingual (English and Spanish).
- Responsible and able to work in a team.
- Creative and enthusiastic.
- Good professional references.

Consultancy Contract and Compensation:

- The consultancy contract will last 4 months (July 1 - October 31, 2020).
- The consultancy will pay a total of Q40,000, which will be disbursed in four payments of Q10,000 at the end of each month, provided a valid receipt of payment and a brief report of the products and activities carried out during the month.
- The consultancy does not require a permanent presence in the IW office.

Application Process

Those interested can send their CV, letter of interest, and three professional references by email to iw-guatemala@impunitywatch.org before June 25, 2020. The top three candidates who meet all the requirements will be invited to a virtual interview.