



Terms of Reference for LEGS Part-time Communications Officer

Introduction

The Livestock Emergency Guidelines and Standards (LEGS) are a set of international guidelines for livelihoods-based livestock responses in emergencies. The aim of LEGS is to ‘improve the quality and livelihoods impact of livestock-related projects in humanitarian crises.’

Through its communications activities, LEGS aims to increase awareness and uptake of the LEGS approach among emergency and development practitioners and to promote the institutionalisation of its international guidelines and approach in organisations engaged in emergency response.

The key communication objectives of LEGS are to provide an understanding and insight into LEGS; provide information to practitioners (both humanitarians and livestock specialists); to promote and support the dissemination of LEGS resources; and to enable access to and ability to share information for LEGS training.

The priority audiences for LEGS include practitioners and users of the LEGS Handbook and other resources; training participants; policy and decision-makers; donors; and researchers. The means to communicate with these audiences are predominantly through the LEGS website (maintained in English, French and Spanish in parallel), mailing lists (English, French and Spanish), and social media, as well as through LEGS trainings and participation in conferences and other events. Promotional material, including fliers and bookmarks, helps raise awareness of the LEGS approach and increases the visibility of LEGS at key events.

Funding has been obtained for a part-time LEGS Communications Officer (6.5 days/month) to support LEGS communications activities over the next two years (October 2021 to June 2023).

LEGS Communications Officer: Terms of Reference

The specific duties of the Communications Officer will be (in provisional order of priority):

1. **Communications strategy:** working closely with the LEGS Secretariat, review and revise the LEGS Communications Strategy. The updated strategy will include a detailed plan for the dissemination of the revised LEGS Handbook.
2. **Website update:** review the LEGS website and update/adjust as required, including bringing the French and Spanish versions in line with the English.
3. **Website maintenance:** posting news items; uploading new resources; editing and updating text; updating information (e.g. latest training figures); adding new pages when required; and providing regular reports of website statistics.

4. **Mailing Lists:** drafting, finalising and issuing mailings via MailChimp following feedback from the LEGS Coordinator.
5. **Social media:** posting news and information via the LEGS Twitter feed on a regular basis.
6. **Case studies and photographs:** seeking out relevant reports and case studies of the application of LEGS in the field and editing them for posting on the website; searching for appropriate photographs for use in the revised Handbook and on the website.
7. **Hard and soft copy communications products:** support to the production of LEGS communications resources as required, including internal products such as letterhead, powerpoint templates etc.
8. **Liaison for translation:** liaison with the LEGS French and Spanish translators as required to maintain the websites, mailings, and other communications products in all three languages.

These tasks and priorities will be reviewed and adjusted periodically, in discussion with the LEGS Coordinator. The post-holder will report to the LEGS Coordinator and work from their own location, with regular email, skype and/or telephone communications with the LEGS Secretariat.

Person Specification

The successful candidate will have the following:

- At least ten years' experience in communications-related work, preferably in the development or humanitarian sector
- Specific experience in managing website content; familiarity with Word Press CMS desirable
- Excellent communications skills in written and spoken English
- Skills in written French and/or Spanish, preferably both
- Ability to work without direct supervision, and work remotely within a global team
- Knowledge of LEGS desirable

Application Process

Interested parties should send their CV, samples of recent communications work (e.g. website content; communications outputs), and a covering letter to the LEGS Finance Manager (info@livestock-emergency.net) by 3rd September 2021 – **now extended to 10th September**. Shortlisted candidates will be notified by 17th September 2021, following which skype/phone interviews will be arranged.

For further information on this post please contact the LEGS Coordinator (Coordinator@livestock-emergency.net).