



<b>Job title</b>	Communications and Business Officer (CBO) On a day to day basis the CBO will get support from the MFCC Secretary and PEFC-MFCC CEO in the MFCC Office in Yangon.
<b>Reports to</b>	The direct reporting line will be through the PEFC Development Officer South East Asia. This will be remotely although the PEFC Development Officer South East Asia makes frequent visits to the MFCC offices.
<b>Deadline</b>	2 <sup>nd</sup> November 2018
<b>Interviews</b>	1 <sup>st</sup> interview: 7 <sup>th</sup> November 2018 (planned) Final interview 14 <sup>th</sup> November 2018 (planned)
<b>Starting date</b>	Immediately

## Background

Myanmar Forest Certification Committee (MFCC) is the National Governing Body (NGB) of forest/timber certification schemes in Myanmar. Currently there are two certification schemes operating in Myanmar:

- The Myanmar Timber Legality Assurance System (MTLAS);
- The Myanmar Forest Certification Scheme (MFCS).

MFCC has also worked on a number of projects that include the current partnership with PEFC in a 3-year project to support transitions to the sustainable management of Myanmar forests. Another major project, supported by the Food and Agriculture Organization of the United Nations (FAO), was a multi-stakeholder, participatory gap analysis of the Myanmar Timber Legality Assurance System.

MFCC's overall aim is to bring legal and sustainable and forest management practices to Myanmar.

There is considerable forestry expertise and experience within MFCC and MFCC has an extensive forestry related network in Government, retailers and NGOs in Myanmar and internationally. However, MFCC has identified communications and business development, as key areas that need to be developed.

Whilst the communications aspect of this role is general and applicable globally, the new CBO will need to be aware of how challenges will differ according to different regions. For instance, the communication focus for the EU markets and Government organisations will differ from those of Asian consumer countries.

## Job purpose

Under the broad guidance of the PEFC Development Officer South East Asia, the CBO will have primary responsibility for planning, developing and implementing communication strategies to promote and ensure awareness of MFCC's work, progress and achievements. The CBO will also be asked to make sure a consistent



and accurate message is delivered from MFCC both within Myanmar and especially to the international community.

In addition to supporting and reporting to current donors and supply chain partners, the CBO will be expected to explore and develop new areas of business cooperation and programme support, and be responsible for developing partnerships with other relevant organizations.

## **Duties and responsibilities**

### **A: Communications**

The main duty and responsibilities are:

#### ***Communications for advocacy and awareness***

- The CBO will work closely with MFCC and PEFC International to ensure that relevant materials such as donor and progress reports, factsheets, briefings on MFCC events and activities, press releases, human interest stories, infographs etc. are developed and disseminated to donors and target groups through relevant media and network channels.
- The CBO will also need to stay up to date on related forestry and timber certification activities.

#### ***Media Relations***

- Develop and maintain contact information, materials and relationships with journalists, media outlets (print, TV, radio, web etc.) and NGOs (international and Myanmar), and intergovernmental organisations such as the UN (FAO and UNEP) and the EU, within and outside Myanmar.

Activities may include:

- ✓ Update and compile progress and donor reports, and reports of MFCC key activities and achievements.
- ✓ Draft and edit articles, press releases, human interest stories and other advocacy/information materials.
- ✓ Collaborate with the media, inter government organisations and NGOs and other partners by organizing project site visits, and facilitating photo coverage and media coverage.
- ✓ Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.

#### ***Digital Communications/Social media***

- Maintain and improve MFCC's website (WordPress) and social media sites (Facebook, Twitter, Instagram and YouTube) such as daily monitoring, posting and content development.
- The CBO will be asked to create mailing lists (such as through Mail chimp) in order to send regular communication updates.



### ***MFCC Brand and Communications***

- Ensure timely and quality production of advocacy and MFCC branding materials such as MFCC Newsletters, supply chain partner and donor reports, supplements, business cards, briefing notes, human interest stories, videos, etc.
- Over the years MFCC has also created a significant amount of communications materials that will need to be catalogued and preserved for easy access.
- Build awareness and carry out training internally within MFCC itself to raise awareness and capacity about the importance of communications and consistent branding messages.
- Ensure branding and communication consistency the CBO will also assist MFCC staff preparing consistent presentation materials (such as power point presentations) and other MFCC templates.

### ***Partner Relations***

- Develop and maintain an updated list of MFCC stakeholders and partners.
- If and when needed support preparation of background materials, briefs and information kits for visiting donors and high profile guests/visitors. The task includes travel planning, logistics and administrative arrangements.

### ***Events/campaigns***

- Assist in organizing and generating public support for MFCC events and campaigns. Support organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.

### ***Monitoring and evaluation***

- Monitor and evaluate the impact of MFCC communication materials and advocacy events/campaigns to target audiences.

## **B: Business Development**

- In addition to maintaining existing donor and supply chain partners the CBO will explore and develop opportunities for more partnership involvement, funding opportunities and increased donor support.
- When needed the CBO Officer will not only assist in drafting project/cooperation proposals but also assist MFCC during any proposal development stage to identify appropriate communication activities for any potential projects.

## **Qualifications**

### ***Education:***

- Bachelors' Degree in communications, journalism, public relations or a related field



**Experience:**

- A minimum of five years of similar work experience is required preferably with an international focus.
- Candidate must be able to work independently – with minimum supervision and guidance from supervisors.
- Excellent written and oral Myanmar and English communication skills. Knowledge of other Myanmar languages/dialects is an asset.
- S/he must have advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher).
- Knowledge of digital marketing and communications tactics, such as SEO and email marketing.
- Demonstrated and extensive social media experience is an added advantage.
- Candidates with basic knowledge of WordPress and also basic design and layout skills in using software such as Adobe Photoshop, InDesign and Pagemaker will have an added advantage.
- Demonstrated and extensive social media experience is an added advantage.
- Knowledge of digital marketing and communications tactics, such as SEO and email marketing.
- Experience working in customer relations preferred.
- The candidate should have a high level of integrity, accountability, and punctuality. S/he should also demonstrate and be exemplary in portraying MFCC values and ethics. S/he should be a good team worker.
- An understanding and some experience in the forestry sector is not essential but would be an added advantage.

**Working conditions**

The CBO will be required to work normal office hours. On some occasions extra work beyond normal working hours might be needed.

**Terms and Conditions**

The position is for one year (with a possibility of extension). A two-month probationary period will be applied.

**Physical requirements**

The CBO may have to visit forests and sawmills in Myanmar.

**Direct reports**

None directly although the CBO will be responsible for ensuring that all MFCC staff follow and communications and branding guidelines.

**How to apply**

Please send a current CV and cover letter to:

[admin@mfcc.org.mm](mailto:admin@mfcc.org.mm)

Applications after deadline (2<sup>nd</sup> November) will not be considered.

Write CBO Application in Email Subject line.