



**WORLD FEDERATION
OF THE DEAF**

Terms of Reference Media Officer

About the World Federation of the Deaf

The World Federation of the Deaf (WFD) is an international non-governmental organisation representing and promoting approximately 70 million deaf people's human rights worldwide. The WFD is a federation of deaf organisations from 136 nations; its mission is to promote the human rights of deaf people and full, quality and equal access to all spheres of life, including self-determination, sign language, education, employment and community life. WFD has a consultative status in the United Nations and is a founding member of the International Disability Alliance (IDA). The WFD secretariat is located in Helsinki, Finland, with an additional office in the United States.

Deaf people must have recognised and exercised their full human rights in an equal world where they and their sign languages are legally recognised and included as part of human diversity.

The WFD promotes and advances the human rights of deaf people through cooperation with the United Nations and its agencies, national organisations of deaf people, and other partners.

Summary of key functions for this position

Reporting to the Media and Communications Manager, you will be in charge of communications with the existing team. Your tasks will include:

- Designing and Implementing the communications strategy
- Participating in the assessment and analysis of communication needs
- Helping to define target audiences, appropriate channels, types of content and the editorial calendar
- Managing communication projects: assessing needs concerning target audiences, planning and organising communication initiatives
- Adapting communications to suit the context and the strategy
- Evaluating communication initiatives
- Designing and producing communication media
- Preparing internal and external communication materials (posters, marketing materials, advertising inserts, internal media, brochures, etc.)
- Collaborating with community management on Telegram and WhatsApp



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Experience and Skills

Skill & Knowledge

- Good skills in Adobe software (Premiere Pro, Photoshop, Illustrator, Indesign, After Effects, ...)
- Good skills in the Mailchimp e-mail distribution tool.
- Ability to establish priorities and plan work assignments, juggle competing demands and work under pressure of frequent and tight deadlines on their own.
- Proven interpersonal skills and ability to work in a multicultural environment with sensitivity and respect for diversity, sound judgment, good team spirit, communication, and teamwork.
- Knowledge of the WFD organisational structure, philosophy, mission and vision.
- Knowledge of human rights issues and deaf people
- Desired knowledge of graphic design.

Experience

- Minimum two years of experience with media in an organisation

Language

- Excellent fluency in International Sign and writing English is required. Knowledge of other written and signed languages is an asset.

Length of the position

This position is a part-time contract (15 hours per week). The contract is from 1 March 2024 to 31 December 2024.

To apply

Interested applicants should send an updated CV, a letter of motivation, and a portfolio of your productions (videos, designs, and illustrations) to employment@wfdeaf.org, indicating "WFD Media Officer" in the subject line.

The deadline for application is January 28, 2024, 5:00 pm Finland time. Only selected candidates will be contacted.