Job title: Communication Coordinator
Reports to: Dean
Type of position: Full time (40 hours a week)
Type of contract: One year renewable

General Description / Summary
Responsible for all media relations, communication and marketing aspects of JMI aimed at achieving its positioning goals

Primary Responsibilities

1. Develop and implement a media and marketing plan to help JMI become known as a centre of excellence in journalism education with its stakeholder groups, and proactively work to encourage frequent and fair news coverage of JMI and its activities
2. Work on a proper positioning of JMI locally, regionally and internationally, and strongly contribute to shaping its image and reputation including representing the Institute at different events locally and abroad, whenever required
3. Propose and manage an annual communication budget
4. Develop marketing tools in cooperation with advertising and marketing companies
5. Organise, or participate in the organisation of JMI activities such as seminars, onsite tours, open days etc., and provide the necessary communication support to all JMI events and activities through close cooperation with the Institute’s departments (training, admissions, etc.)
6. Manage the development and sustainability of JMI’s website and social media pages ensuring maintenance and update of information in a timely manner, and proper monitoring of the information contained therein
7. Advise on the overall image of JMI’s students website (Aqlam) and oversee its smooth functioning
8. Write and update bilingual communication materials (Arabic/English) including website content, brochures and presentations, fact sheets, press releases, speeches, etc., and assist the Dean in producing written materials, upon request
9. Develop and handle JMI’s guest lecture series on topics that are of interest to JMI
10. Plan and execute JMI’s annual admission promotional campaign
11. Update donors on JMI events, and provide them with brief reports at the end of each academic semester updating them on the progress of scholarship recipients
12. Receive and accompany JMI guests when required, in addition to interpreting for them (Arabic/English), upon the Dean’s request
13. Visually document (photograph) JMI’s official activities for the Institute’s record and use, and coordinate with the IT Department to make the necessary video recording of same.

14. Maintain and organise the communication portfolio’s files and archives including photo and video

15. Arrange info packets for official visits, and prepare and send out greeting cards, invitations and corporate gifts to guests and counterparts

16. Develop and update the Institute’s media contacts and master guest lists, and build professional relationships with local and regional media representatives

17. Monitor print and online media for topics of interest to JMI, and for any coverage of the Institute

18. Respond to requests for information from the media and public, and provide written and verbal responses as required

19. Perform any other task requested by the Dean that is in line with the employee’s function and specialisation

**Work Experience Requirements / Minimum Requirements**

**A. Education Requirements:**

A degree in communication (marketing, PR, journalism) or relevant field

**B. Previous Experience:**

Minimum 3 years experience in a communication position in Jordan or the region

**C. Training Courses Needed:**

N/A

**D. Skills Required / Competencies:**

1. Excellent communication skills, and a proven ability to convey messages and to speak in public
2. Ability to work under tight deadlines, and manage projects independently
3. Familiar with new social media networks
4. Good network of local and regional media contacts
5. Native fluency in written and spoken Arabic, and excellent command of English
6. Excellent writing skills in both Arabic and English
7. Creative with strong organisational skills, and detail-oriented

**Established in:** August 2013