

FOR IMMEDIATE HIRING

Job Ad: **DIGITAL COMMUNICATIONS MANAGER (CONSULTANCY)**

The Institute for Climate and Sustainable Cities, co-convenor of the Mobility Awards, is seeking applicants for a part-time consultancy position of **Digital Communications Manager**. The Digital Communications Manager will work remotely and will closely work with the Social Media Team of the Mobility Awards.

ICSC values diversity. If you fit the role and possess the desired qualifications, please email the following documents to jobs@icsc.ngo on or before **May 7, 2021**.

- Letter of Intent (addressed to ICSC's Executive Director)
- Resume (do not attach photos)
- Sample of creative portfolio

ABOUT THE ORGANIZATION

ICSC is an international climate policy group based in the Philippines, working locally, nationally and globally to promote climate resilience and low carbon development, in particular among climate vulnerable countries. It is engaged with the wider international climate and energy policy arena, particularly in Asia. It is recognized for its role in helping advance effective global climate action and the Paris climate agreement.

ABOUT MOBILITY AWARDS

The Mobility Awards is a platform that recognizes acts of leadership by Philippine local governments, workplaces, and establishments promoting cycling to work among their constituencies, customers, employees, and communities.

The Mobility Awards was driven by a simple goal: the prioritization of the needs of 88% of Filipino households in Metro Manila that do not own private cars (JICA-MUCEP, 2015). According to Japan International Cooperation Agency (JICA), over 80% of road spaces are dedicated for the use of private cars despite only 12% of Filipino households are car owners. This is not only happening in Metro Manila, but everywhere else in the Philippines where the conditions for cyclists and pedestrians remain challenging.

In 2020, the Mobility Awards held its inaugural round for Metro Manila cities, business establishments and workplaces. Through online nominations, it recognized and awarded 9 cities, workplaces and business establishments who have advanced cycling to work in their respective cities, workplaces and businesses. Together with courier groups, it also recognized 6 exemplary frontliners who exemplified inspiring acts of citizenship through cycling during this COVID-19 pandemic. For this year, the Mobility Awards aims to do an inaugural nationwide round, building on from the success of the Metro Manila leg and will cover cities outside of Metro Manila in Luzon, Visayas and Mindanao.

The Mobility Awards is organized by the Institute for Climate and Sustainable Cities (ICSC), MNL Moves, Climate Reality Project-Philippines, and Pinay Bike Commuter in collaboration with civic groups and local partners to inspire action, involvement, and coordination among local government units, workplaces, and establishments who want to improve conditions for urban mobility.

For more information on the Mobility Awards, visit mobilityawards.ph.

TERMS OF REFERENCE

The Digital Communications Manager will be responsible for improving the Social Media presence of the Mobility Awards, and will reach out to citizens and critical stakeholders nationwide, and will be responsible for raising its visibility and engagement during the period. S/he will also monitor, develop the messaging and content, repost contents of partners and contribute to the consistent look and feel of the Mobility Awards, engage the online public through Mobility Awards' social media platform.

The Digital Communications Manager will report directly to the Mobility Awards Coordinator for administrative coordination and to the Creatives Officer of the Climate Reality Project Philippines for the delivery of her/his tasks.



A. Responsibilities

1. Develop with the convenors of Mobility Awards the social media communications national roll-out plan, identifying key engagement targets;
2. Maintain the Mobility Awards social media accounts including creation of regular, quality, and timely contents, including reposting of contents from partners' social media accounts, that build meaningful connections and encourages the public to take action;
3. Monitor, record, review, and analyze social data, queries, insights, comments, best practices, and conversations on the Mobility Awards Facebook page to identify insights, emerging trends, and opportunities for outreach, engagement, and partnership;
4. Design and implement direct email marketing campaigns through newsletters and/or other creative forms to engage, update, and maintain communication with audience;
5. Ensure that the Mobility Awards website is regularly updated with key resources and materials that will inform the general public ;
6. Proactively provide metrics and assessment of effectiveness of key engagement activities to inform campaign activities and approaches.
7. Provide a report at the end of the month on the effectiveness and influence of the Mobility Awards Facebook page for reaching and engaging target audiences.

B. Qualifications

1. Graduate of a relevant discipline (e.g., communications, journalism, or a related field);
2. Minimum of three (3) years' professional experience in social media or digital media marketing;
3. Excellent consulting, writing, copy-editing (photo/ video/ text), presentation and communication skills in English, Filipino and/or other Filipino languages.
4. Strong interpersonal skills with ability to work under pressure, exercise flexibility and to establish and maintain effective work relationships with people of different backgrounds;
5. Knowledgeable and proficient on website content management including copy-writing, editing of content;
6. Maturity and professional ability to handle sensitive information and ability to respect the confidentiality of such information while working with ICSC and The Climate Reality Project Philippines even after the contract ends; and
7. Ability to lead and work effectively with people from diverse cultural and professional backgrounds

C. Compensation

Based on the responsibilities and qualifications stipulated, the Digital Communications Manager will submit a package rate to ICSC. Upon mutual agreement, s/he will be paid in tranche based on scheduled delivery of identified outputs and achievement of key milestones.

D. Duration

The Digital Communications Manager will be engaged as a consultant of the Institute from **17 May 2021 to 16 December 2021**, with a possibility of extension subject to assessment.