



JOB DESCRIPTION: Assistant Advocacy Officer

Updated: 3rd April 2024

Overview:

Are you committed to building a society where justice, democracy, and equity thrive, and where everyone, especially women, are treated with dignity and free from all forms of violence and discrimination?

At AWAM, we operate with a dedicated group of members and staff who drive our mission forward. Our organisational culture is inclusive, participatory, and empowering, ensuring that everyone's voice is heard and valued.

We are currently in search of an Assistant Programme Officer (APO) to join us in our endeavours. The ideal candidate will need to have previous experience in civil society organisations, including charities, non-governmental organisations, or non-profit bodies. Working closely with the Programme Officer and the Council, you will play a crucial role in shaping and implementing our initiatives.

If you resonate with our core values of collectivism, compassion and respect, courage, equality and justice, and integrity, and are eager to contribute to positive social change, we encourage you to apply. Join us as we work towards creating a fairer and more just society for all.

Position :	Assistant Advocacy Officer (AAO)
Department:	Advocacy Department
Reporting to:	1) Senior Advocacy Officer (SAO) 2) A Council Member

Key Responsibilities

1. Under the supervision of the Senior Advocacy Officer (SAO), guided by the Key Performance Indicators (KPI), to support and assist in the conception, planning, implementation and monitoring of both online and offline campaigns for its maximum impact and effectiveness.
2. To assist in developing and proposing online or offline campaigns to boost engagement across social media platforms.
3. To assist in AWAM's advocacy initiatives, including lobbying elected representatives, networking, and fundraising activities when required.
4. To assist the Senior Info Comm Officer in ensuring the impact and effectiveness of AWAM's advocacy at all levels.

Detailed Description of Responsibilities

1. Advocacy/ Information and Communications

1.1. Media and Publicity:

- a. To support the SAO in drafting media statements/ letters to the editor, in consultation with the manager, other staff or Council Member.
- b. To provide media support for AWAM's projects and campaigns,
- c. To build and maintain relationships with the media to increase AWAM's profile and work in Malaysia, if not regionally or internationally.
- e. Media Monitoring:
 - i. To track endorsement of statements by AWAM, upload on the website and share on social media, members and other networks.
 - ii. To track news regarding women's human rights in Malaysia or regionally/internationally including on issues of sexuality and gender.

1.2 Website: To update and to maintain AWAM's website, which involves sourcing, writing, and uploading relevant content, as well as ensuring regular updates on programs and current work.

1.3 Social Media: To assist in coordinating AWAM's social media platforms, including Facebook, Twitter, Instagram, TikTok, Spotify, LinkedIn and YouTube. This includes posting information related to AWAM's work on the social media platforms and engaging with users.

1.4 Branding: To assist in coordinating projects that deal with AWAM's overall brand and image. This involves creating, proposing, and designing professional and targeted visual content.

1.5 Publications: to assist in coordinating the production of AWAM's publications, including the annual report, quarterly e-newsletters to members, programme/organisational brochures, programme booklets, and any new publications. To conduct regular evaluation of the materials produced (e.g. e-link, website), to improve the delivery of information and the way we communicate with the AWAM membership for impact and effectiveness.

1.6 Reviewing documents: Where required, to edit reports, articles and proposals for clarity.

1.7 Research: To conduct basic desk research on issues relevant to AWAM's work for the development of press releases, media content, and other communications materials.

1.8 Resource Library: To maintain AWAM's library by ensuring that books are entered into the e-database, coordinating purchase of books, and ensuring

the library is kept in order, by assigning interns or volunteers.

1.9 Listserv: To maintain AWAM Listservs according to the latest communications strategy. This includes:

- a. AWAM Council Listserv, in collaboration with the Manager or Admin Operation Department.
- b. AWAM Members Listserv, in collaboration with the Membership Development Committee.
- c. AWAM Media Listserv, in collaboration with the Advocacy Committee
- d. Any other AWAM listservs that may be created from time to time. (Eg: Friends, Donors)

2. Fundraising

To support the SAO, along with other staff, in the coordination and implementation of AWAM's fundraising strategies and programme.

3. Advocacy

3.1. To build and strengthen relationships with state and non-state actors in advancing AWAM's advocacy work with impact and effectiveness. This includes attending and/or coordinating advocacy / networking meetings and activities.

3.2. To assist in planning, coordinating, monitoring and participating in advocacy efforts and campaigns with AWAM's partners and coalitions, such as the Joint Action Group for Gender Equality (JAG), Reproductive Rights Advocacy Alliance of Malaysia (RRAAM), etc.

4. Management/Office Meetings

To attend / assist in the following meetings/events:

- 4.1** Council Meetings,
- 4.2** Staff Meetings,
- 4.3** Relevant committee meetings,
- 4.4** Evaluation and Planning / Strategic Planning meetings, and Retreat;
- 4.5** Fundraising events and meetings,
- 4.6** Major events such as the White Ribbon Campaign, International Women's Day, 16 Days of Activism Against Gender-Based Violence and or any events that may be identified;
- 4.7** Any other ad hoc meetings related to AWAM's work, as required.

5. Others

To observe the followings:

- 5.1** To undertake any other tasks that may be assigned from time to time.
- 5.2** To practise the values of AWAM and promote a positive work environment.
- 5.3** To ensure cleanliness and tidiness of the AWAM Office and its surrounding at all times.

5.4 To explore and suggest new areas that may enhance any aspect of AWAM's programme of work.

[END]

Start Date: Immediately or as negotiated with AWAM. The position will be on contract for 12 months and renewable after the end of the first year.

The right candidates should have the following qualifications:

1. Education: University Degree/Diploma in communications, or public relations, or degree in journalism or a similar field.
2. Experience: Fresh graduates are welcome, relevant working experience is appreciated.
3. Language: Proficiency in English and Bahasa Malaysia required; Mandarin or Tamil language are a plus.
4. Knowledge: of women's rights and gender equality.
5. Skills: Highly organised, independent yet collaborative, with strong coordination and communication abilities. Proficient with design applications such as Canva, (Photoshop, Indesign and Illustrator are a plus) and with a creative mindset. Familiarity with social media platforms and content management systems and good knowledge of the Malaysian media landscape.

We welcome applications from all qualified candidates, regardless of background. Fresh Graduates are welcome to apply as well.

How to Apply:

Please submit:

1. Cover letter addressing requirements and salary expectations.
2. Resume with contact details for two references.

Send applications via this platform or to hrfawam@gmail.com AND to ho10yocklin@gmail.com by **Friday 19th April 2024**, at 6.00PM, with the subject line "Application for Assistant Advocacy Officer"

Only shortlisted candidates will be contacted.