

Public engagement

Meaningfully engage external ActSEA supporters through online communication channels.

Roles and responsibilities

Develop and implement strategies to improve engagement.

- Track and analyse engagement across platforms, and identify gaps in engagement.
- Monitor social media trends across Southeast Asia, focusing on countries that ActSEA is active in.
- Develop, implement, review, and/or improve content strategies to improve engagement.

Manage communications channels.

- Schedule and publish content on communications channels.
- Monitor notifications and follow up on comments and messages.
- Ensure that profile information is up-to-date.

Create content.

- Work with relevant teams to gather content (e.g. quotes, photos, videos, etc.).
- Work with relevant teams to identify content ideas and strategies.
- Copywriting, graphic design, editing, translation, and proofreading.

Develop, implement, review, and/or improve policies, systems, and procedures to:

- Gather content efficiently and ethically (e.g. informed consent, photography, videography).
- Carry out copywriting, editing, translation, and proofreading.
- Design, edit, and finalise graphics and other visual content, and ensure that it is web-accessible.
- Ensure content is up-to-date.
- Ensure that content reflects branding.

Develop capacity of the team to achieve roles and responsibilities:

- Given available resources, work with the HR to recruit team members with the relevant skills or willingness to learn.
- Work with the Finance to budget for personnel and tools.
- Work with the Fundraising to raise funds for personnel and tools.
- Work with Knowledge to equip team members with useful knowledge and skills.

Work with the Legal to keep current on relevant laws and regulations, such as data protection.

Department	Communications
Purpose	Meaningfully engage external ActSEA supporters through online communication channels.
Status	COMPLETE

Apps

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