

Job Vacancy Marketing Officer

The Marketing Officer's purpose is to deliver effective strategies and activities to ensure strong community engagement and partnerships with community groups and individuals in areas where Marie Stopes International Cambodia work. In particular, the role will seek and deliver increased engagement and referrals among potential and existing clients including women of reproductive age, youth, adolescents and people with disabilities. With effective strategies in place, the work of this role will result in increased demand for our services across all channels (centres, Marie Stopes Ladies, contact centre) within the communities served. This role will also engage with communication team to work on social media content development.

Job Title:	Location:	Reporting to:	Probationary Period:
Marketing Officer	Phnom Penh	Marketing Manager	3 months

Marie Stopes International is a global organisation providing personalised contraception and safe abortion services to women and girls. Our local teams of professionals are passionate about the work they do in communities across 37 countries. The services they provide give a woman the power to choose when she has children so that she's free to pursue her plans and dreams for herself and her family. Marie Stopes International Cambodia (Marie Stopes) was established in 1998 and operates 7 reproductive health clinics, clinical outreach services, a call centre to provide information to clients and provides technical support to numerous public and private partners. In 2019, Marie Stopes provided services to approximately 80,000 women and men in Cambodia. A key responsibility of this role is to further **Marie Stopes' Vision: A world in which every birth is wanted** and its **Mission** of ensuring the individual's right to: **Children by choice, not chance.**

It is a role requirement that the job holder must fully comply with, promote and live **Marie Stopes' Core Values:**

Mission Driven	Client Centred	Accountable	Courageous
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Key Responsibilities

- Work with Integrated Marketing team to develop effective marketing and community activities and an annual work plan to increase engagement among target audiences across all service delivery channels
- Implement, facilitate and/or join marketing activities to increase demand for contraception, safe abortion, and other sexual and reproductive health (SRH) services
- Request and complete any necessary authorisation process to be granted permission from local authorities for conducting marketing activities
- Engage and coordinate with community leaders, local health chiefs, key influencers and/or SRH advocates to promote our services
- Assist and support the implementation of local demand generation / marketing activities of centres and Marie Stopes Ladies.
- Identify, engage and train community mobilisers, referral agents and health volunteers on basic knowledge on contraception and safe abortion, interpersonal communication skills and other relevant topics
- Supervise, provide feedback and monitor activities of community mobilisers. Provide training and/or coaching as necessary
- In liaison with Integrated Marketing team, partner and/or join activities with existing community organizations, groups, associations, clubs, and others working among our target audience.
- Engage with communication team to develop social media content plan
- Work with communication team to proofreading Khmer content for publishing on Social media
- Coordinate on gathering case studies and interviews client/stakeholder
- Work with supplier to produce marketing materials as needed
- Conduct feedback surveys and submit post-activity reports including photo documentation after every marketing/promotional/community activity to inform future activities.
- Develop and improve supporting job aids and marketing materials for community mobilization
- Complete and submit Marketing Activities Report (MAR) every month.

Qualifications/Skills and Experience:

- A Bachelor degree in Communications, Marketing, Public health or relevant field
- At least some relevant work experiences
- Experience in working with community groups and individuals, including rural and remote areas
- Experience in implementing and facilitating activities in the community to raise awareness or promote services/products
- Experience in training other volunteers and/or team members
- Experience in social media development and collecting case study
- Effective communication through active listening and good questioning techniques, using appropriate body language, ensuring information is clear and concise.
- Strategic thinker able to see the opportunities and threats to achieve relevant contact with new potential clients/partners in our communities
- Comfortable and confident in liaising with key government departments and local authorities
- Confident in facilitating discussions among women and men, including youth and people with disabilities

This role is a great opportunity to contribute your skills and commitment to a rewarding project in an emerging health sector of significance.

A competitive national salary will be offered to the successful candidate.

We are committed to Child Safeguarding and Protection from Sexual Exploitation and Abuse. Please note, appointment to this position is subject to the outcome of background checks. We are an equal opportunity employer and women are strongly encouraged to apply.

Please visit <http://www.maristopes.org.kh/Career> or contact our Human Resources Team for a detailed job description. Interested and qualified candidates should send applications (CV and a cover letter) to hrd@maristopes.org.kh or alternately via post to: **Marie Stopes International Cambodia (MSIC) Head Office, Address: Phnom Penh Centre, Building F, 1st Floor, Sothearos Boulevard, Sangkat Tonle Basac, Khan Chamkarmorn, Phnom Penh, Tel: 023 994 083.**

Only short-listed candidates will be contacted. Closing date for applications is **15th November 2020 at 05:00pm.**