



Outreach Specialist

Call for Applications

The Rethinking Yemen's Economy (RYE) initiative, currently in its third project phase (RYE3), seeks to hire an Outreach Specialist.

Remuneration and Contract Details

The contract for this position will run from 1 September 2024 to 31 May 2025. This is a full-time consultancy position (39 hours per week). The position is based on a freelance basis, and the work will be conducted remotely.

Who Can Apply?

We are looking for Yemeni citizens based in Yemen or in the Arab region.

How to Apply

Please apply via this link: <https://ee.kobotoolbox.org/single/xwwcGsko>

The deadline for applications is 18 August 2024.

About the Rethinking Yemen's Economy initiative

RYE is funded by the European Union and co-implemented by a consortium of three partner organizations: CARPO – Center for Applied Research in Partnership with the Orient, DeepRoot Consulting, and the Sana'a Center for Strategic Studies. The Outreach Specialist will administratively report to CARPO but will work with all three implementing partners to perform the following duties and responsibilities:

Duties and Responsibilities

1. Design and Implement Outreach Strategy: Develop and execute an outreach and communication strategy to support the objectives of RYE3, with a focus on enhancing the impact of the Development Champions Forum's outcomes.
2. Website Management: Collaborate with the devchampions.org website administrator to regularly update and improve the project website, ensuring it reflects the latest activities and findings.

Funded by
the European Union





3. Content Management: Manage and regularly update the Development Champions' primary communication channels, including Twitter and Facebook, with the possibility of expanding to additional platforms to broaden outreach as part of the Outreach Strategy.
4. Public Engagement: Engage with the public to disseminate the outcomes of RYE3 and gather feedback to inform ongoing and future activities.
5. Stakeholder Outreach: In close collaboration with the RYE3 Monitoring Specialist, conduct outreach to individual stakeholders to ensure they receive the latest publications, briefings, and other relevant materials.
6. Impact Maximization: Work closely with the RYE3 Monitoring Specialist to maximize the impact of RYE3 outcomes through strategic communication and engagement activities.
7. Virtual Briefings: Coordinate with the RYE consortium to organize virtual briefings for relevant stakeholders, ensuring timely and effective communication of key findings and developments.
8. Stakeholder Communication Coordination: Facilitate communication between the Development Champions and relevant stakeholders, in coordination with the RYE consortium and the Development Champions Forum (DCF) Steering Committee.
9. Media Engagement: Identify and engage with media outlets and organize media events to amplify the reach and impact of RYE3's work.
10. Content Design: Design engaging and informative outreach content, tailored to various audiences to ensure clarity and impact.
11. Current Discussions: Monitor and react to current discussions related to Yemen's economy and development, integrating relevant insights into RYE3's communication efforts.
12. Press Releases: Draft and disseminate press releases to announce significant milestones, publications, and events related to RYE3.

Qualifications and Skills

- Educational Background: Bachelor's or Master's degree in a relevant field (e.g., development studies, social sciences, communication).
- Professional Experience:
 - Minimum 5 years of experience in outreach and communication, preferably within the context of development projects in Yemen or similar contexts.
 - Proven track record in designing and implementing communication and outreach strategies.





- Communication Skills: Excellent written and verbal communication skills in both English and Arabic.
- Sector Experience: Experience working with international organizations, NGOs, or donor-funded projects is highly desirable.
- Work Environment Adaptability: Ability to work effectively in a challenging and fast-paced environment, demonstrating a commitment to meeting deadlines and delivering high-quality results.
- Interpersonal Skills: Strong interpersonal skills with the ability to work collaboratively and build positive relationships with colleagues, partners, and stakeholders.
- Technical Proficiency: Familiarity with digital communication tools and platforms, and the ability to use them effectively for outreach purposes.

Additional Desirable Skills

- Analytical Skills: Ability to analyze complex information and present it in a clear and concise manner.
- Cultural Sensitivity: Awareness of and sensitivity to the cultural and political context of Yemen.
- Innovation: Capacity to develop innovative approaches to outreach and communication, leveraging new technologies and methodologies.

