

COMMUNICATIONS AND INFORMATION OFFICER

TERMS OF REFERENCE

The **Communications and Information Officer** is responsible for the following primary duties:

1. Preparing press statements and news articles related to PWDC programmes, projects and activities for dissemination in all relevant forms of media;
2. Maintaining close contact with a network of press personnel to maximise coverage of PWDC programmes, projects and activities in the media;
3. Assist in preparing speeches, articles, presentations and other promotional material (including print, audio and visual material) to publicise PWDC programmes, projects and activities for a wide range of audiences;
4. Manage the photograph and video collection of PWDC;
5. Organise and manage press conferences called by PWDC;
6. Oversee the maintenance of the PWDC website and work with programme staff to ensure regular updating of content;
7. Assist in coordinating the production and dissemination of PWDC knowledge products and publications;
8. Represent PWDC in meetings, discussions and other activities where assigned by the Senior Executive Officer (SEO) and/or the CEO;
9. Network with government agencies, NGOs and other stakeholders to promote the objectives of the organisation;
10. Undergo training and other capacity development activities as and when required by the SEO and/or the CEO;
11. Assist the Office of the Penang State Exco for Youth and Sports; Women, Family and Community Development as and when required; and
12. Any other work assigned by the SEO and/or the CEO not mentioned specifically herein.