

Sustainable Rice Platform

Terms of Reference: Communications and Membership Manager

Position

The **SRP Communications and Membership Manager** assumes primary responsibility for planning, developing, and implementing the communications work of the SRP, in accordance with the SRP communications strategy, manages SRP's engagement with its members, prospective members and also supports the organization of SRP events.

Tasks and Responsibilities

The staff member will be responsible for implementing the SRP Strategic Communications Plan in support of key outcomes for visibility, membership growth and retention, and knowledge sharing. This includes internal communications with SRP members as well as with external stakeholders, including organization of events such as webinars, workshops and conferences.

1. *Strategic communications*

- Develop and implement a Strategic Communications Plan to build awareness, engagement and support among key scaling partners and the broader stakeholder community
- Serve as a focal point for the Board, Secretariat, SRP members, and external partners to facilitate access to high- quality communications materials and knowledge products
- Monitor external coverage of SRP in mainstream and social media and proactively build Q&A and FAQ information around SRP's core products and capabilities as part of a rice knowledge base accessible to the membership
- Prepare communication collaterals including speeches/talking points, presentations, factsheets, newsletters, success stories, reports and media releases
- Oversee digital communications conducted by third party service providers including content development and website maintenance, social media outreach, photo shoots, videos, and graphic design work.

2. *Brand and Communications*

- Work with the Secretariat team and market/branding consultants to ensure timely and quality production of advocacy and branding materials including reports, briefing notes, interest stories, videos, and other collaterals. The staff member will develop and archive communication materials, including digital products such as publications, press releases and clippings, photographs, audio-visual materials.

3. *Media Relations*

- Develop and maintain close relations with mainstream and trade media (print, TV, radio, web) and ensure effective media coverage of SRP milestones and events among key demographics
- Liaise with media representatives in organizing campaigns, media releases, photo and TV coverage, media library, utilizing both web-based and traditional media as appropriate
- Monitor media coverage of SRP and sustainable rice, archiving for open public access.
- Prepare talking points for SRP executives and Board members on request.

4. *Member communications and engagement*

- Build SRP's membership base by responding to inquiries, facilitating membership applications and onboarding prospective new members
- Manage all membership-related communications with SRP members and prospective members
- Maintain records of membership application and engagement in coordination with the SRP Secretariat administrative team, using SRP's digital membership software platform
- Strengthen engagement with members, external stakeholders and scaling partners through information sharing and exchange, including sharing of collaborative opportunities for members and development of tailored value propositions linked to SRP's Theory of Change
- Extend SRP's membership base and revenues from annual membership dues
- Work in close coordination with the Managing Director to ensure timely collection of annual member dues.

5. *Workshops and Events*

- Support the organization, promotion and management of SRP events, including Annual and Extraordinary General Assembly meetings, workshops, technical webinars and biennial Sustainable Rice Conference & Exhibition
- Provide support including creation of banners and materials, certificates, media coverage, event reports and other support, hiring and working with external service providers as required.

Reporting

The staff member will report to the Managing Director on all administrative requirements.

Application

Please submit your application and CV to Natjaree Sovajatsatakul

(natjaree.sovajatsatakul@sustainablerice.org). The deadline for applications is 28 February 2025.

Only shortlisted candidates will be contacted. SRP is an equal opportunity employer and actively encourages gender diversity within the organization and all its operations.