

TERMS OF REFERENCE

MULTIMEDIA AND DIGITAL COMMUNICATION OFFICER

1. Background & Organisational Context

Bhutan Red Cross Society seeks a skilled and creative Multimedia and Digital Communication Officer to strengthen its communications capabilities and support the digital infrastructure of both the Communications and IT Units. This role is critical to delivering high-quality visual and digital content that amplifies the organisation's mission, programmes, and advocacy, while also contributing to the maintenance and improvement of digital systems and platforms.

The Multimedia and Digital Communication Officer will work at the intersection of creative content production and technical support, ensuring that communications outputs are engaging, on-brand, and effectively disseminated across relevant platforms.

2. Purpose of the Role

The Multimedia and Digital Communication Officer will be responsible for producing, editing, and managing a wide range of multimedia content including graphic design, photography, video, and digital media in support of the organisation's communications Work Plan. The role also provides technical and digital support to the IT and other divisions and units where applicable, particularly in relation to web platforms, digital tools, and audio-visual equipment.

3.Scope of Work & Key Responsibilities

3.1. Communications Support

- Develop and produce high-quality graphic design assets (print and digital) including posters, banners, infographics, presentations, social media visuals and other IEC materials.
- Shoot, edit, and produce professional photos and videos for internal and external communications, events, campaigns, and reports.
- Create motion graphics, animated content, and short-form video clips for digital and social media platforms.
- Manage and maintain the organisation's visual content library, ensuring all assets are properly catalogued and archived.
- Support the planning and execution of communications campaigns by providing timely multimedia deliverables.
- Ensure all multimedia outputs adhere to brand guidelines, editorial standards, and organisational messaging.
- Assist with the preparation and packaging of communications materials for Annual and Midterm reports, programme updates, and public outreach.
- Provide on-site multimedia coverage for events, workshops, conferences, and field visits, including live streaming where required.
- Develop short videos and campaign materials for fundraising and donor engagement.
- Contribute to the design and implementation of the organisation's fundraising strategy.

3.2 IT Support

- Support the management and updating of the organisation's website(s), including uploading content, maintaining CMS platforms (e.g. WordPress), and ensuring multimedia content is optimised for web performance.
- Assist with audio-visual (AV) equipment setup, maintenance, and troubleshooting for meetings, events, and virtual conferences.
- Provide technical support for digital tools and platforms used for communications, including video conferencing software, content management systems, and digital storage solutions.
- Assist the IT team in developing and enforcing digital asset management protocols.
- Support staff in the use of multimedia and design tools through informal training and guidance.
- Contribute to the development of internal digital communication channels (e.g. intranet, staff newsletters, e-bulletins).

4. Qualifications & Experience

- Bachelor's degree or equivalent qualification in Multimedia Design, Graphic Design, Mass Communications, Digital/ Media studies, Public Relations or a related field with a sound background in Information Technology / Any related field
- Excellent command of English and Dzongkha (written and spoken)
- Excellent photographic and photo archiving skills. Good video editing skills and knowledge of the Adobe Creative Cloud platform, including use of digital cameras, Adobe Premiere Pro and Adobe After Effects
- Proficiency in WordPress, Adobe Creative Suite (Photoshop, Premiere Pro, InDesign, Illustrator, Acrobat), and Canva
- Competence in using Microsoft Office, Teams and Zoom
- Well versed with social media platforms, generating content for them, ideas to increase followers, and analysing data.
- Ability to adapt messages to culturally diverse audiences. Knowledge of the organization's mandate and its programme of activities.
- Creativity, attention to detail, and a passion for storytelling and BRCS's mission
- Good analytical skills. Good knowledge of computer applications for information collection, management and dissemination
- Ability to work on own initiative as well as a member of a team and work in a multicultural environment and to demonstrate gender-sensitive and non-discriminatory behaviour and attitudes

5. Core Competencies

Competency	Description
Creativity & Innovation	Brings fresh ideas and visual storytelling approaches to communications outputs.
Attention to Detail	Ensures accuracy, brand consistency, and quality in all multimedia content.
Communication	Communicates clearly with both technical and non-technical colleagues.
Collaboration	Works effectively with cross-departmental teams and external stakeholders.
Adaptability	Responds quickly to shifting priorities and organisational needs.
Problem-Solving	Proactively identifies and resolves technical and creative challenges.
Time Management	Delivers high-quality work within agreed deadlines.

5.1. Desirable Competencies

- Knowledge of motion graphics, animation, or 3D design software.
- Familiarity with digital marketing tools and analytics (e.g., Google Analytics, Hootsuite, Mailchimp).
- Experience with live-streaming platforms and AV equipment management.
- Basic knowledge of HTML/CSS or web development is an advantage.
- Experience in training or capacity-building for non-technical staff in digital/multimedia tools.

6. Performance Indicators

Performance of the Multimedia and Digital Communication Officer will be assessed against the following indicators:

- Timely delivery of all multimedia assets as per agreed work plans and briefs.
- Quality and consistency of visual content aligned with organisational brand guidelines.
- Responsiveness and reliability in AV and technical support requests.
- Volume and reach of digital/social media content produced and published.
- Maintenance and accuracy of the digital asset library and website content.

7.Terms & Conditions

- This role may require occasional travel to the field or event venues.
- Flexible working hours may be required to support events, including public holidays, evenings or weekends on occasion.
- The Multimedia and Digital Communication Officer is expected to handle equipment belonging to the organisation with care and report any technical issues promptly.
- All multimedia content produced in the course of this role remains the intellectual property of Bhutan Red Cross Society.
- Confidentiality must be maintained regarding internal communications, sensitive programme content, and beneficiary images/data in line with the organisation's data protection and safeguarding policies.

This Terms of Reference is subject to review and may be updated in consultation with the post-holder.