



**Position Title:** Digital Coordinator  
**Commitment:** Full time (5 days a week)  
**Program Name:** Reform Watch  
**Reports to:** The Program Manager  
**Expected Start Date:** Immediately

### **ABOUT CMIL**

The Centre for Media and Information Literacy (CMIL) is a non-profit organization committed to promoting Critical Information Consumption and Digital Media and Information Literacy amongst people of all ages. CMIL endeavours to empower citizens to creatively deal with all forms of information falsehoods and verify narratives to make informed and unbiased decisions in exercising their democratic rights.

### **ABOUT REFORM WATCH (RW)**

RW is a video magazine type multimedia program which has been designed to advocate for the rights of marginalized communities by highlighting their voices and promoting their participation in the Sri Lankan Constitutional reform process. RW will also promote issues pertaining to government accountability and critical information consumption.

CMIL will produce 20 weekly RW programs in consultation with experts. Each episode, lasting roughly 15-20 minutes, will be disseminated through multiple social media platforms, identified social networks managed by civil society organizations, independent webcasting sites and mainstream media. Highlights of each episode will later be tailored to and disseminated on various social media platforms and extended features, blog posts and articles will be written on RW content, highlighting the critical points discussed in every episode. CMIL's editorial and social media team will work with an advisory committee in determining the timely issues and themes for RW episodes.

### **POSITION SUMMARY**

CMIL seeks a Digital Coordinator who can help the RW team ensure that the RW program is implemented with social media in mind throughout each stage (ie planning, production and dissemination etc.). During the dissemination period, the Digital Coordinator will ensure that the program's online reach and engagement rate remains substantial for the dissemination period.

### **GENERAL DUTIES AND RESPONSIBILITIES**

The Digital Coordinator's tasks will include (but not be limited to)

- 1. Handling all social media accounts for the Reform Watch program**  
The Digital Coordinator will ensure that all social media platforms remain up to date throughout the Reform Watch program period.

## **2. Helping to devise a social media strategy for Reform Watch**

The Digital Coordinator will work with the RW team and external consultants (who may include the RW Broadcast Consultant and Social Media strategist) to ensure that the RW program is designed with a social media audience in mind.

This will include

- Ensuring that the program design is social media friendly  
The Digital Coordinator will work with the RW team and in particular the RW Program Officer to ensure that all deliverables required by the donor and all programmatic planning is social media friendly
- Ensuring that the RW program production is social media friendly  
The Digital Coordinator will work with the Program Manager to ensure that all aspects of the Reform Watch program production are social media-friendly.

## **3. Coordination and follow up support**

Coordinate and follow up with all beneficiaries and stakeholders including but not limited to the production crew, presenters, resource persons, consultants, journalists, service providers etc. for RW to ensure that the efficiency of the production process as well as the social media

## **4. Story mobilization**

Coordinate with NGO partners any other potential CSOs and responsible government organizations, think-tanks etc. to collect and compile the data required for RW

- Maintain a Story Bank compiling all potential investigative story ideas
- Maintain a strong database of issues and topics for RW to be presented to the donor and used by RW staff
- Prepare and maintain a comprehensive database including but not limited to civil society organizations, media outlets, dissemination partners, individual experts, government officers relevant etc relevant to RW
- Provide story guidelines for the RW mobile journalists according to the approved themes and issues

## **5. Conduct Interviews**

Interview stakeholders including but not limited to civil society members, policy advocates, members of marginalized groups, lawyers, donor partners, private sector representatives etc. and create a repository of interviews on all vital thematic areas relevant to RW

## **6. Dissemination**

Promote program episodes, individual stories, program segments etc. through the web, mainstream and social media and maximize online reach and discussion through the use of standard tools

- Compile the weekly reach data to present during a weekly dissemination meeting

- Organize additional training sessions with digital marketing experts
- Engage social media audiences
- Organize meetings with dissemination partners and increase opportunities to widen RW reach

#### **7. Article Writing**

- Write articles for CMIL websites and social media platforms
- Highlight the vital points of the live discussions to promote on social media

#### **8. Coordinate with journalists**

Write articles for mainstream media, CMIL websites and social media pages based on each RW episode and liaise with journalists and editors to encourage the publication of articles on the issues discussed in RW episodes.

#### **To apply**

Please submit your CV to [rw@cml.lk](mailto:rw@cml.lk) with “Digital Coordinator” in the title. Applications will be considered on a rolling basis. Only shortlisted candidates will be notified.