Les Chemins pour la Terre is a French association under the law of 1901 whose purpose is to promote the action of La Via Campesina and to contribute to its activities. Its headquarters are located in Bagnolet (93170), in the premises of the Confédération paysanne. The association is looking for a person who would be responsible for media and communication matters, to join our international team at the International Operative Secretariat (SOI) of La Via Campesina.

IOS is non-hierarchical collective of specialist staff members, where all decisions are taken through a consultative process and in coordination with the International Leadership of La Via Campesina. Its main role is to provide support for the peasant leaders and facilitating the operation of the political and organizational dynamics of LVC.

In July 2021, the IOS office moved officially from Zimbabwe to France. We expect to have 4 or 5 people working from this office who will be joining the larger IOS team that includes around 20 staff people located in 4 continents.

The **Media and Communications Officer** is expected to manage and support the internal and external communication efforts of La Via Campesina. La Via Campesina is a global movement of peasants, indigenous peoples, farmworkers, migrants, pastoralists, fishers and rural workers, with a membership of 182 organisations, spread across 81 countries.

**RESPONSIBILITIES / JOB DESCRIPTION**

The **Media and Communication Officer** will be part of the IOS’ Communication Team, more specifically from the Bagnolet office. Their responsibilities include¹:

- Support the IOS Communications Team to manage the French language Website and Social Media Channels of La Via Campesina
- Manage the Press Enquiries and Media Outreach efforts at the Secretariat in Bagnolet, France and Europe, in line with the global policy and processes of La Via Campesina
- Produce, Edit and Review French language content including publications, statements, press releases for La Via Campesina
- Engage with La Via Campesina members in French-speaking regions of the world and develop news reports and articles for the website, in line with the publication policy of La Via Campesina
- Support the work and running of the IOS physical office in Bagnolet, France

¹ In LVC task distribution is periodically and collectively reviewed. According to the candidate’s profile, some items can be subject to change depending on the tasks taken on by the Communication Team of the LVC IOS.
• Coordinate the production and dissemination of communication kits to regions and allies for important events, and solidarity action days
• Support the International Working Collective on Communications
• Support the production and dissemination of Publications such as Newsletters, Annual Report, Research or Policy Documents of La Via Campesina or its members.
• Support the production and dissemination of short films, documentaries, podcast, animation films etc in La Via Campesina
• Actively participate in all the team calls of the Communications Team as well as the International Secretariat
• Support the communication and logistics during International and Regional Events of La Via Campesina, as and when necessary
• Flexible to take on tasks that are cross-cutting between teams and to the emerging needs of the movement

REQUIREMENTS

• Experience of working in a Social Movement, preferably in a member organisation or a Regional Secretariat Office of La Via Campesina
• Knowledge about the rural world, issues faced by peasants, indigenous peoples, small-scale food producers and others people living in rural areas, as well as matters related to natural resources, land grabbing, agroecological food production and related topics.
• Willingness and capacity to work autonomously in a non-hierarchical team with minimal supervision
• Sensitive to the diversities that exist in a Social Movement and committed to the principles of internationalism, feminism, solidarity and fraternity
• Motivated, willing and capable to adapt to the needs and demands of a virtual team that is spread around the world, in different time zones
• Willing and available to travel domestically and internationally when necessary
• Willing and bringing the capacity to work with Open Source Software and other web-based tools for content production and editing
• Willing to explore and self-learn tools and software that can aid global communication efforts of La Via Campesina

MANDATORY CORE EXPERIENCE:

At least 5 years of hands on experience in Digital Communications, Website Content Management and Content Development. This includes;

• Experience in coordinating with Journalists from mainstream and alternative media in Europe and elsewhere
• Experience in managing the Press Enquiries and coordinating interviews and op-eds
• Experience in managing Wordpress, Joomla, SPIP or Drupal based websites
• Experience in handling social media campaigns on Twitter, Instagram, Facebook and similar platforms
• Experience with coordinating design and production work with artists, film-makers
• Experience in coordinating Publications such as Annual reports and Position Papers
• Excellent Written and Oral skills in French
• Working knowledge of English (Writing & Oral) and Spanish (Basic Spoken)
- Experience in working with e-mail services such as Mail Chimp, Mail Poet

PREFERRED EXPERIENCES:

- Working knowledge of Arabic
- Basic experience of design/editing software such as GIMP, Lightroom, Photoshop, Scribus
- Savvy with web-based tools for design and editing (Animoto, Kapwing, Canva, YouCut etc)
- Experience in organising or delivering skills-training sessions on Media Outreach & Communications

WORKING CONDITIONS

- Permanent, full-time contract (35 hours per week).
- Employment conditions according to the Collective Agreement of the Confédération Paysanne Network (France) (n°IDCC7514)
- Position based in Bagnolet at the Chemins pour la Terre headquarters. Possibility of partial remote work.
- Monthly gross salary of 2409,48 EUROS according to the collective agreement. Possibility of valuing previous experience.
- Company complementary health insurance.
- Integration in a virtual/remote international work team

How to apply?

Please send your application electronically only with your CV and cover letter in two languages (French and English or French and Spanish) by **February 17th 2022** at the latest, to the attention of Solenne Garin at recruitments@viacampesina.org with the job reference in the subject line (Ref. Bagnolet#3). Only shortlisted candidates will be contacted between February 17th and week#8.

- Publication date: January 17th, 2022
- Deadline for receipt of applications: February 17th, 2022
- Date of interviews for shortlisted candidates: Week of 21st to 25th February (week #8)