Society for Health Education
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Ref: SHE/ADM/26/97-AD

BE A PART OF SHE!

Society for Health Education (SHE) is looking for a suitable candidate for the following post.

PROGRAMME OFFICER – COMMUNICATION

The Programme officer will be responsible for leading and implementing communication strategies that enhance the organisation's visibility, public engagement, and resource mobilisation efforts. This role involves managing media relations, developing impactful content, overseeing digital outreach, and ensuring effective internal and external communication. He/She will work closely with all the departments of SHE, to highlight SHE's work in Sexual and Reproductive Health (SRH), Mental Health & Wellbeing, Thalassaemia, and Health Promotion.

Qualification: Bachelor's degree in Communications, Public Relations, Marketing, or a related field. Minimum of 3 years of experience in strategic communication, media relations, or public affairs.

Requirements:

- At least 3–5 years of experience in strategic communications, public relations, or media management.
- Experience working in the non-profit, health, or social development sector is preferred.
- Proven track record of developing successful communication campaigns and stakeholder engagement strategies.
- Excellent writing and storytelling skills for developing reports, press releases, newsletters, and speeches.
- Strong experience in copywriting, proofreading, and content editing for different audiences.
- Ability to create and manage multimedia content (videos, infographics, digital reports).
- Experience in producing impact-driven stories that highlight SHE's work in SRH, Mental Health, Thalassemia services and Health Promotion.
- Fluency in English and Dhivehi (spoken and written).
- Highly proactive and innovative, with a passion for storytelling and advocacy.

- Strong ability to handle multiple projects, meet deadlines, and work under pressure.
- Commitment to SHE's mission and values in health education and community development.
- Experience in fundraising communications, donor relations, and advocacy campaigns.
- Strong interpersonal and networking skills, with the ability to engage diverse stakeholders.
- Ability to work independently and collaboratively in a fast-paced environment.
- Willingness to travel for field visits, stakeholder meetings, and training sessions when required.
- Ability to work evenings or weekends when needed for key events or media engagements.

Key Responsibilities and Accountabilities:

- Develop and execute a comprehensive communication strategy to promote SHE's mission, programmes, and advocacy work.
- Ensure brand consistency across all communication materials, ensuring alignment with SHE's values and vision.
- Prepare key messaging for SHE leadership, including speeches, reports, and official statements.
- Monitor and manage SHE's public image and crisis communication when necessary.
- Lead content development for newsletters, social media, blogs, website updates, and annual reports to enhance public awareness of SHE's initiatives.
- Manage SHE's social media platforms (Facebook, Instagram, Twitter, LinkedIn) to maximise audience engagement.
- Oversee the production of multimedia content (videos, infographics, impact reports) to effectively communicate SHE's work and success stories.
- Manage and update the SHE website regularly to ensure accessibility and relevance.
- Support fundraising and donor engagement by developing compelling narratives and promotional materials.
- Collaborate with programme teams to showcase the impact of SHE's services and initiatives.
- Engage members and volunteers through targeted communication strategies, recognising them as an essential resource for SHE.
- Work closely with programme teams to ensure that communication materials reflect ongoing initiatives in SRH, Mental Health, Thalassemia, and health Promotion.
- Provide communication support for internal events, training sessions, and awareness campaigns.

- Train SHE staff on effective communication, branding, and media engagement.
- Create advocacy materials to support SHE's policy work.
- Create compelling campaigns, proposals, and reports to attract potential donors and funding partners.
- Align communication efforts with SHE's fundraising goals to ensure sustainability and programme expansion.
- Develop donor engagement materials, including newsletters, impact stories, and case studies.
- Maintain relationships with existing donors by providing timely updates on SHE's programmes and achievements.
- Develop partnership proposals and MOUs to establish long-term collaborations.
- Plan and execute public fundraising campaigns (e.g., crowdfunding, charity events, giving drives).
- Undertake other applicable tasks assigned by the Director

Working Hours: 0800 HRS to 1430 HRS

Working Days: Sunday to Thursday (except weekend and all public holidays)

Benefits include: Health Insurance, Employee Loans for Staff, Other beneficial leaves.

Total Salary Range: MRF 8,680.00 – 11,120.00 (will be determined based on qualification and experience)

Interested candidates are requested to submit their CV, attested copies of relevant educational certificates, ID card copy, police certificate, job reference letters and covering letter addressed as:

Iyasha Leena
Chief Executive Officer
Society for Health Education
M.Kulunuvehi, 1st Floor, Buruzu Magu

You can either submit hardcopy to the reception or email to: hr@she.org.mv (please keep the subject heading name as "Application for Programme Officer- Communication" when emailing.)

DEADLINE FOR SUBMISSION IS 02ND NOVEMBER 2026 BEFORE 14:00 HRS

***Only Shortlisted Candidates will be contacted**

For more information please contact:
3029771/ 7989037
hr@she.org.mv

SHE is committed to the safety and protection of children, young people and vulnerable adults and this role may involve contact with these groups. Our recruitment and selection procedures reflect our Commitment to the safety and protection of children, young people and vulnerable adults in our programmes. SHE is committed to equal opportunities, cultural diversity and encourages women, young people and people with disabilities to apply.