



## Be Part of MCA-Indonesia II Team

MCA-Indonesia II is seeking a qualified and dynamic individual to join our team as a **Communications Specialist, Website and Social Media**

Further details about the position and application guideline are provided below.

### Communications Specialist - Website and Social Media

#### Position Description

#### I. Introduction and Background

The Millennium Challenge Corporation (“MCC”) is a U.S. government agency established in 2004. Its mission is to provide assistance that will support economic growth and poverty reduction in carefully selected countries that demonstrate a commitment to democratic governance, economic freedom, and investments in their citizenry.

In December 2018, MCC’s Board of Directors selected Indonesia as eligible to develop a second Compact. The selection reflected the strong partnership MCC and Indonesia built during the first Compact.

The Indonesia Infrastructure and Finance Compact (“Compact”) was signed on April 13, 2023, and it entered into force on September 4, 2024.

The Government of Indonesia has established an Implementation Independent Agency, called the Millennium Challenge Account – Indonesia II (“MCA-Indonesia II” or “MCA”), to act as a designee in supervising and managing the implementation of the five-year Compact in Indonesia.

Detailed information about the Compact is available on the MCC [website](#) (refer to Annex I: Program Description of the Compact) and MCA-Indonesia II [website](#).

Position: Communications Specialist - Website and Social Media

Grade/Pay band: C

#### II. Position Background and Objective

The Communications Specialist – Website and Social Media is a key member of the MCA-Indonesia II Communications & Outreach team and supports digital communications, storytelling, and creative

campaigns. The Specialist is responsible for developing and delivering engaging digital content that communicates the work, progress, and impact of the Indonesia Infrastructure and Finance Compact.

The role covers both management of digital platforms and the end-to-end content lifecycle: conceptualizing, planning, writing, producing, and packaging content that translates technical and policy information into engaging, audience-friendly narratives. The Specialist provides creative direction for multimedia outputs and ensures alignment with MCC/MCA branding and narrative standards.

The Website and social media work as an equal counterpart to the Communications Specialist - Media Relations & Knowledge Management. Communications roles within MCA-Indonesia II are interconnected and interchangeable, requiring strong teamwork, flexibility, and a willingness to support cross-cutting tasks—particularly in stakeholder engagement, event delivery, crisis communication support, and integrated communication products.

### III. TASKS AND RESPONSIBILITIES

#### A. Content Ideation & Concept Development

- Initiate and develop creative ideas, narrative themes, and digital campaigns aligned with the Communications Strategy and program milestones.
- Identify storytelling opportunities from project activities, government engagement, fieldwork, and beneficiary experiences.
- Participate in technical and stakeholder meetings to anticipate and plan content needs.

#### B. Content Production & Editorial Work

- Produce high-quality written content, including feature stories, human-interest profiles, articles, infographics, newsletters, captions, scripts, blogs, and website articles.
- Edit and refine copy to ensure clarity, accuracy, accessibility, and narrative coherence.
- Translate policy and technical material into content suitable for public and stakeholder audiences.

#### C. Digital Platform Management

- Lead the day-to-day management and updating of MCA-Indonesia II's website and social media platforms.
- Ensure digital content is timely, accurate, visually appealing, and consistent with branding requirements and key messages.
- Coordinate with IT support or vendors to maintain platform functionality, security, and accessibility standards.

#### D. Multimedia Direction & Production

- Provide creative direction for multimedia assets, including storyboards, shot lists, scripts, and visual concepts for photography and videography.
- Coordinate closely with photographers, videographers, designers, and other vendors to produce high-quality digital content packages.
- Develop and adapt social media-ready content, including:
  - short-form videos (reels, TikTok-style clips, YouTube Shorts)
  - static and motion graphics
  - carousel posts
  - visual storytelling materials
  - quote cards, infographics, and campaign assets

- Edit or oversee editing of multimedia content to ensure accuracy, narrative flow, and suitability for platforms such as Instagram, Facebook, YouTube, X/Twitter, and LinkedIn.
- Ensure all content is optimized for digital engagement—including platform formatting, caption writing, hashtags, accessibility features, and MCC/MCA branding compliance.
- Stay updated on social media trends, tools, and best practices to ensure innovative and impactful digital storytelling.

#### **E. Digital Monitoring, Reporting & Engagement Analysis**

- Monitor MCA-Indonesia II's digital platforms and broader online environment, including social media chatter, comments, tags, mentions, and emerging narratives, to identify engagement patterns, opportunities, risks, and misinformation.
- Track stakeholder sentiment and audience behavior across platforms to inform digital content planning and communication strategy adjustments.
- Produce regular analytics reports summarizing reach, impressions, engagement, demographics, and content performance across social media and the website.
- Recommend improvements to digital content, platform strategy, and posting patterns based on analytics insights and evolving trends.
- Identify emerging digital trends, tools, and formats relevant to MCC/MCA communication objectives and recommend opportunities for innovation.
- Ensure digital content and campaigns reflect stakeholder trends, audience needs, and program priorities.

#### **F. Stakeholder Engagement**

- Conduct interviews, field visits, and content-gathering activities with government stakeholders, implementing partners, and beneficiaries.
- Collect human-interest information, quotes, stories, and insights to support digital and multimedia products.
- Develop digital products that effectively communicate stakeholder voices, project milestones, and program impacts.
- Apply an understanding of Indonesian government communication culture to ensure sensitivity and accuracy in presenting information.

#### **G. Cross-Team Collaboration**

- Work interchangeably with the Media Relations & Knowledge Management Specialist on shared communication outputs and campaigns.
- Support events, crisis communication needs, and high-level activities with digital materials and coverage.
- Contribute to editorial calendars, messaging frameworks, and cross-team workflows.
- Coordinate with technical teams and vendors on content requirements, timelines, and deliverables.

#### **H. Procurement, Vendor Management & Administrative Support**

- Draft or review Terms of Reference (TORs), Independent Cost Estimates (ICEs), and technical evaluations for communications-related services, including digital content, photography, videography, design, media monitoring, event management, and related tools.
- Review vendor outputs and deliverables to ensure they meet technical requirements, quality standards, and MCC/MCA communication guidelines.
- Coordinate with Procurement and Finance teams to ensure timely processing of vendor documents, including:
  - acceptance notes
  - deliverable verification

- invoice checking
- supporting documentation for payment processing
- Maintain clear documentation and tracking of vendor deliverables, contract progress, and related administrative requirements.
- Support procurement and management of digital communication tools, multimedia equipment, and other services required by the Communications and Outreach Unit.

#### **I. Other Responsibilities**

- Demonstrate willingness and ability to learn and apply new communication tools, creative software, multimedia technologies, and information systems relevant to digital communication practices.
- Perform additional tasks as assigned by the Communications & Outreach Lead.

#### **IV. Key Qualifications**

##### ***1. Required qualifications:***

- Bachelor's degree from a reputable, accredited university, preferably in Communications, Journalism, Public Relations, Visual Communication Design, or a related field.
- Minimum five (5) years of professional experience in communications, digital content creation, storytelling, or development communications.
- Exceptional writing, editing, and storytelling skills in both English and Indonesian.
- Proven ability to extract information from diverse stakeholders and translate it into compelling narratives.
- Strong understanding of Indonesian government structures, bureaucracy, and communication protocols.
- Demonstrated experience managing websites and social media platforms, including use of CMS and analytics tools.
- Experience producing, creating, and directing multimedia production (photography, videography, design).
- Strong understanding of social media trends, SEO/SEM, and digital analytics.
- Experience in event organizing, including government-related events.
- Ability and willingness to operate basic documentation and multimedia tools, including DSLR cameras, handheld cameras, video and interview recording equipment, and Adobe Creative Suite, and to adopt new communication technologies (including drones) as needed.
- Excellent mastery of English and Indonesian.

##### ***2. Preferred qualifications:***

- Highly creative, innovative, and solutions-oriented, with strong narrative intuition, aesthetic sense, and attention to detail in both visual and written storytelling.
- Strong interpersonal skills, with the ability to engage confidently with government officials, technical teams, implementing partners, vendors, and beneficiaries during field documentation.
- Demonstrated ability to collaborate and work interchangeably with the Media Relations & Knowledge Management Specialist and other team members.
- Strong planning and organizational skills, able to manage multiple content streams, tight deadlines, and shifting priorities.
- Adaptable, professional, and capable of delivering accurate and high-quality outputs in a fast-paced and evolving environment.
- Proactive and willing to learn and apply new communication tools, creative software, multimedia technologies, and digital platforms.

- High degree of initiative and ownership in identifying content opportunities and improving digital communication products.

#### **V. Duration and Performance Location**

The Consultant is expected to work for a base period of 12 months. There is potential for a follow-on contract to cover the implementation of the Compact. Any follow-on options will be based on satisfactory performance and mutual agreement.

**Duty station:** Jakarta.

#### **Work Arrangement:**

This position is Work from Office (WFO). The regular hours of work for MCA-Indonesia II are eight (8) hours per day or forty (40) hours per week. Recognizing that it is sometimes mutually beneficial for MCA-Indonesia II and the Professional, generally work schedules can be altered within the Core Hours of 08.00 AM up to 6 PM, with the Professionals possess the obligation to adjust his/her time to accommodate participation in any relevant meeting/assignment conducted outside of such Core Hours.

#### **VI. Contract Type**

This Terms of Reference contemplates award of a fixed term, fixed price contract.

#### **VII. Working Facilities**

Office space and a laptop equipped with necessary software will eventually be provided to the Consultant in Jakarta.

Travel to outside of the duty station may be required based on program needs. Airfare for domestic travel within Indonesia and lodging outside Jakarta and other cities is provided by MCA-Indonesia II.

**\*Note:** This Position Description is subject to revisions/updates as necessary to ensure alignment to the organization's strategic direction and structure. Revisions to the description are subject to applicable MCA-Indonesia II policies and procedures, and official versions of each Position Description are maintained by MCA-Indonesia II.

#### **How to Apply**

Interested and qualified candidates are invited to submit the following documents:

1. An application letter that clearly outlines how you meet the requirements for the position, highlighting relevant skills, experiences, and your interest in contributing to MCA-Indonesia II.
2. A comprehensive resume.

Please send your application as attachments to [hr.recruitment@mca-indonesia-2.go.id](mailto:hr.recruitment@mca-indonesia-2.go.id) by **February 14, 2026**, with the subject line: "**Communications Specialist, Web & SM**".

File naming format:

- Your Complete Name\_Application Letter
- Your Complete Name\_CV

Due to the high volume of applications, only short-listed candidates will be contacted for interviews.