



## Terms of Reference

### Communications and Marketing Officer

Reference No.:	MISFA/HR/202
Organization:	Microfinance Investment and Support Facility for Afghanistan (MISFA)
Location:	Kabul
Duration:	Permanent
No. of Position:	One
Sex:	Male
Nationality:	Afghan
Announcement Date:	March 31, 2026
Closing Date:	April 14, 2026

#### About MISFA

The Microfinance Investment and Support Facility for Afghanistan (MISFA) was set up in 2003 at the invitation of the Afghan government — to get donor coordination right from the start and avoid the counter-productive efforts that have emerged from conflicting donor objectives in other post-conflict situations. It was established as a vehicle through which the Afghan Government and international donors could channel technical assistance and funding to build Afghanistan’s microfinance sector. MISFA was the first facility of its kind, pooling diverse donor funding mechanisms and converting them into streamlined, flexible support to microfinance institutions in Afghanistan, tailored to local priorities and accompanied by technical assistance and strong performance monitoring. MISFA’s mission is to contribute to Afghanistan’s economic growth by developing a viable, inclusive financial sector for the poor, and the underserved small and medium enterprises.

**Position Summary:** The Communications and Marketing Officer will be part of MISFA’s RCD team and will report to Program Director.

## Main duties and responsibilities

The Communications and Marketing Officer will:

- Travel to the field to create, collect and store raw data such as photos, videos, stories and client profiles, surveys and Focus Group Discussions (FGDs) for production purposes.
- Produce high quality and visually engaging graphics for use on MISFA's website and social media channels as well as for printed publications.
- Analyze data and design info-graphics to bring data to life for use across MISFA's various communications products and channels
- Support the communications team to develop creative and engaging content for digital media
- Ensure all designs align with the MISFA's branding guidelines and messaging. This includes maintaining a consistent use of colors, fonts, images, and tone across all material
- Update social media templates to enrich MISFA's storytelling across Instagram, LinkedIn and website.
- Update MISFA's PowerPoint, Word and InDesign templates to ensure staff across the organization have the tools to create high quality on-brand products.
- Help develop high quality presentations and reports for institutional donor engagement.
- Develop, implement, and manage marketing strategies and campaigns to promote awareness of MISFA.
- Organize and maintain a library of images, logos, and related assets
- Coordinate with external vendors for printing, publishing, or other services, ensuring the quality and accuracy of the final products.
- Coordinate with consultants, research firms and other vendors commissioned by MISFA to undertake an assignment.
- Keep up-to-date with the latest design trends and technologies, and continually develop skills and knowledge in these fields.
- Coordinate quarterly Board meetings and help prepare and provide relevant material.

- Any other tasks assigned by the manager and senior management.

### **Essential Skills, Experience and Qualifications**

- University degree in social sciences preferably in Journalism, Business Administration and Graphic Design.
- Minimum of two years working experience in the field of communications, marketing, content development and design.
- Proficiency with computer applications (MS. Office Package), graphics, video and animation software such as Photoshop, Illustrator, InDesign, the broader Adobe Creative Suite and Canva.
- Fluent written and spoken English, Dari or Pashto. Fluency in both Dari and Pashto will be an advantage.
- Strong interpersonal communications skills.
- Experience of using Wordpress to upload rich and engaging content.
- Ability and willingness to travel and visit the field.
- Microfinance and sector knowledge will be considered as an advantage.

### **Application Guidelines:**

Qualified candidates are invited to submit their CV and Cover Letter via email to [jobs@misfa.org.af](mailto:jobs@misfa.org.af) . Please include " Communications and Marketing Officer" in the subject line. The application deadline is April 14, 2026.