

HUMAN RESOURCES DIRECTORATE

JOB DESCRIPTION

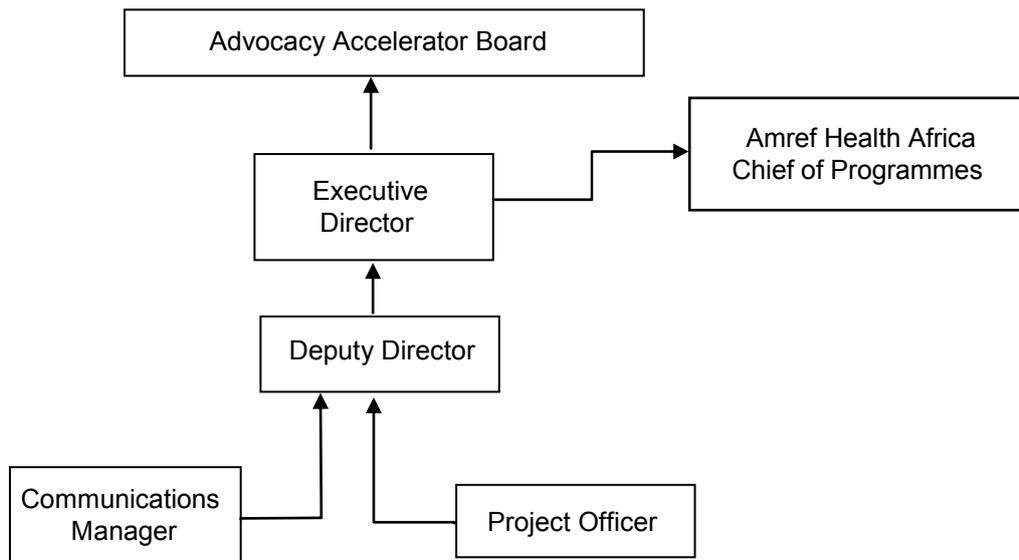
1	IDENTIFICATION	
1.1	JOB TITLE	Communications Manager (6 months Contract)
1.2	DIRECTORATE/UNIT	Advocacy Accelerator
1.3	PHYSICAL LOCATION	Nairobi

Background: The [Advocacy Accelerator](#) is an exciting new platform being created to increase the skills, sharing among, and impact of advocates in East Africa and globally. The initial areas of focus for the Advocacy Accelerator have been informed by extensive consultations with donors, researchers, and advocates across the globe, which are summarized in the report titled [Strengthening country-based advocacy for maximum impact: What will it take?](#) The Advocacy Accelerator is planned to begin start-up in January 2017 and will be housed within Amref Health Africa – the largest health NGO on the African continent.

2. MAIN PURPOSE OF JOB

To ensure effective, responsive, and compelling communications platforms for users of the Advocacy Accelerator to engage with and learn from each other.

3. REPORTING RELATIONSHIPS



Job description current as at:

**4. PERSONNEL**

PERSONNEL REPORTING TO THE JOB HOLDER	REPORTING DIRECTLY OR THROUGH
Interns	Directly

**4.1 OTHER RESOURCES**

- LAPTOP
- IPAD
- INTERNET BUNDLES AND TELEPHONE
- DESK AND MEETING SPACE

**5. PRINCIPAL RESPONSIBILITIES**

KEY AREA	Activity	EXTENT OF DISCRETION
Strategic Communications	<ul style="list-style-type: none"> <li>• Develop and oversee the Advocacy Accelerator’s communications strategy with its users by engaging with and learning from its current and potential users about what is most needed and in what forms to best fill their needs. Develop and implement a communications plan for the visibility of the Advocacy Accelerator, including its launch and engagement with traditional media, in collaboration with AMREF, Catalysts for Change, and the funder.</li> <li>• Manage and strategically expand the reach of the Advocacy Accelerator contact database to reach targeted audiences and partners.</li> <li>• Track and report on relevant communications metrics, including weekly statistics and monthly analyses. Identify trends and corrective action plans, if needed.</li> <li>• Ensure efficient translation of content into French, as needed.</li> <li>• Work with internal and external stakeholders to identify and develop themes, schedules, content, logistics, and outreach strategies for the Advocacy Accelerator</li> </ul>	Full
Social Media management	<ul style="list-style-type: none"> <li>• Develop and manage strategy and content for Advocacy Accelerator Facebook group. Serve as community manager, curating and catalysing content from partners and users. Develop and manage strategy and content for Twitter feed.</li> <li>• Promote interaction and engagement between Advocacy Accelerator users and partners by assessing trends and testing different models and practices.</li> </ul>	Full

*Job description current as at:*



*Communications Manager*

	<ul style="list-style-type: none"> <li>• Ensure efficient translation of content into French, as needed.</li> </ul>	
Website management	<ul style="list-style-type: none"> <li>• Engage vendors on website redesign and updates, as needed.</li> <li>• Play lead role in developing and uploading content to the website.</li> <li>• Ensure efficient translation of e content into French, as needed.</li> <li>• Check and manage general Advocacy Accelerator email address, inquiries from the website, etc.</li> </ul>	Full
Communications materials and publications	<ul style="list-style-type: none"> <li>• Develop key messages, blogs, talking points, and any additional materials, as needed.</li> <li>• Develop and disseminate e-Newsletters with agreed frequency</li> <li>• Work with stakeholders to generate story ideas, solicit and/or write content, conduct interviews, etc.</li> <li>• Support the development of powerpoints, print materials, and other project collateral.</li> <li>• Review video content collected to date and make recommendations on potential uses.</li> <li>• Identify other opportunities to collect and use content, as appropriate.</li> <li>• Ensure efficient translation of content into French, as needed.</li> </ul>	Full
Discussion forums and webinars	<ul style="list-style-type: none"> <li>• Ensure efficient and high-value content is conveyed in a compelling way to intended audiences through webinars and other forums.</li> <li>• Develop and implement associated social media and e-Discussion strategies.</li> <li>• Compile and disseminate event summaries.</li> </ul>	Full
Report Writing	<ul style="list-style-type: none"> <li>• Develop and submit timely reports i.e. monthly, activity reports</li> </ul>	Full
Events	<ul style="list-style-type: none"> <li>• Oversee the Advocacy Accelerator’s engagement in meetings and events.</li> </ul>	Full
Additional program or project responsibilities as may be assigned		

**Job description current as at:**

## **6. ANY OTHER TASKS**

## **7. REQUIRED QUALIFICATIONS**

### **7.1 Education and knowledge**

- Proven experience developing and implementing strategic communications strategies.
- Experience managing, assessing, and maximizing knowledge management platforms.
- Experience managing website development, overseeing content collection/creation, and working with communications software for contact management, webinars, etc.
- Experience managing and implementing social media strategies on Facebook and Twitter.
- Ability to work in fast-paced, rapidly changing environment with diverse stakeholders.
- Proven experience in development of communications materials, presentations, and publications
- Experience in advocacy
- Authorization to work in Kenya.
  
- Excellent written and verbal communication, negotiation and networking skills
- Ability to prioritize and multi-task
- Ability to exercise confidentiality, tact and discretion when dealing with diverse groups of people.

### **Desirable Qualification:**

- Master's degree in communications or other related field.
- Fluency in French preferable.
- Experience in advocacy in development for Africa.
- Ability to travel at least 20% time.

### **7.2 Experience**

- At least 5-7 years of communications experience, particularly in global health, international development, and/or advocacy.

### **7.3 Skills**

- High degree of diplomacy
- Public Relations
- People Management
- Problem solving

***Job description current as at:***



#### 7.4 Competences

- Work under minimal supervision
- Decision making skills

### 8. ENVIRONMENTAL CONDITIONS

#### 8.2 Work Environment

An office in Nairobi within Amref Health Africa headquarters

### 9. ACKNOWLEDGEMENT AND APPROVAL

#### ACKNOWLEDGEMENT AND APPROVAL

We have carefully reviewed this Job Description and we are both satisfied that it fully and accurately describes the requirements of the position

#### Immediate supervisor

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

I have read this document and agree to undertake the duties and responsibilities as listed above. I also acknowledge that this description of tasks is only indicative and that it is my responsibility to be an active and supportive member of the team. Therefore, I may be required to undertake additional duties and responsibilities from time to time that are not detailed herein.

However, if the new tasks constitute a substantial change of the duties and responsibilities listed above, the supervisor and the job holder can at any time request renegotiation of the job description (for changes to be considered substantial, they should amount to at least 15% of the total working hours).

#### JOB HOLDER

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_