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**Focus Area:** AAC Content Development

**AAC Membership Segmentation**

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**Objective:** To develop and implement a program of work around generating content from our AAC events and from our partners / networks, for the AAC to share with our external audiences. To contribute to the Advocacy Communications (AC) Strategy.

To deliver and develop a program of work to excite the AAC Membership through targeted, specific communication to every segment of the AAC community. To contribute to the Advocacy Communications (AC) Strategy.

**Role:** Content Support and Membership Support

The fellow will work closely with the Communications team to deliver the following:

- Resources – finding them, analyzing them and promoting them in interesting ways across our various platforms
- Building up a pipeline of newsletter content and social media posts
- Responsibility for posting content on social media
- Content layout
- Liaise with the membership fellow to shift people along the engagement pathways / maximize the potential of their positions along those pathways
- Ensure regular communications with AAC audience
- Communicate AAC's value to them
- Encourage feedback / engagement, e.g. will write for the AAC and will contribute to the greater good in some way based on skill set / willingness to engage.

The goal is to develop great content and disseminate it in exciting, innovative ways and to deepen AC understanding / ability to connect and build a rapport with the membership and thereby complement and build on the KM membership segmentation approach.

**Resources:** Your line manager will be the Advocacy Communications (AC) Lead. On a day to day basis, you will work alongside the AC Program Officer and liaise with KMC support. There will be a weekly AC check-in session in which to report on progress and collectively agree on how to address or adjust to emerging challenges. Further tasks may be added and requirements reviewed.

## Overview

1. To contribute to the AAC as a learning organization that facilitates the learning of its members and continuously transforms itself, through the following:

## Content Development, Design and Management

### a. Audio/Visual Content / Documentation

Oversight of AAC audio-visual collateral

Design of images, thumbnails and social media posts for the AAC platforms

Design/ layout of reports, meeting agendas, posters, newsletters and emails for mass posting

Contribution to an AAC Branding Manual.

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**b. Content Organisation and Dissemination**

Broadcast AAC content (podcasts, videos, webinar recordings, etc.) via AAC broadcast channels (platforms, mail blasts, tweets, etc.)

Organize AAC documentation within the AAC Knowledge Hub

Contribute to development of appropriate organisation of AAC resources within the Virtual Library.

**c. AAC Platforms**

Monitor and update the Advocacy Accelerator website

Moderate and update AAC social media channels

Lead analysis of impact through regular analytics reports

2. To contribute to the AAC as a learning organisation that facilitates the learning of its members and continuously transforms itself, through the following:

**Membership Portfolio****a. Contact Management**

Develop a Standing Operating Process (SOP) for the uploading and tagging of AAC members into the contact database, Insightly

**b. Calendar of events**

Keep track of, and share key advocacy events in the SRHR, Health and Development sectors, that are relevant to ATADs working in the Global South, including an internal calendar of events.

**c. Events support**

Support the process of creating and executing concept notes and communications plans for AAC community events (trainings, webinars, podcasts, videos).

**Reporting****a. Weekly and Monthly Functional Team Reports**

Actively contribute to the compilation and finalization of analytics reports, board reports, pillar reports and all and any other reports which speak to the growth and relevance of the AAC to its various audiences.

**Conduct**

A professional, consultative and proactive approach is invited.

**Specific Tasks****I. Contact Management**

- Insightly Database
- Support the development of an appropriate tagging system (SOP) to guide the uploading of contacts into Insightly
- Upload and tag subscribers joining the Community via the Platform or the Newsletter
- Liaise with CFT, KMC and POT to support uploading and correct tagging of contact details into Insightly

**II. AAC Platforms**

- Advocacy Accelerator Platform
- Locate and share with AC relevant content for dissemination under the Engage / Share / Learn rubrics
- Assist in monitoring activity on the platform
- Social Media platforms
- Develop content plan for the different membership segments
- Develop and implement a posting strategy to drive traffic back to the site
- Analytics
- Support the learning process from the monthly Analytics reports

### III. Advocacy Events

- Develop and maintain a Calendar of key advocacy events in the SRHR, Health and Development spaces
- Develop and maintain a Calendar of AAC events
- Develop appropriate messaging to specific membership segments to showcase AAC with respect to such key events
- Support the publicizing and implementation of AAC virtual skills or expertise-sharing activities (trainings, webinars, etc.) e.g. through co-development of appropriated hash-tags, live-tweeting during events, direct messaging to relevant audiences, etc.

### IV. Reporting

- Responsible for the monthly AIMS report of key project indicators (shared with the Institute of Capacity Development)
- Supports reporting on the AAC Activity and implements reporting into the Indicator tracker (ITT)
- Contributes to the weekly website and social media analytics reporting to track growth and relevance of content to the AAC's audience

### V. Content Design and Management

- Design of images and thumbnails for different website sections- events, resources, slider, etc. Oversight of AAC photos and audio-visual collateral
- Design/ layout of Board Reports and Meeting Agendas Design of posters for trainings and webinars
- Design and layout of monthly analytics report
- Design and layout of emails for mass posting via Mailchimp

### Posting Content on the AAC Platforms

1. Advocacy Accelerator Website
  - a. Source and upload blog posts, articles and News (Engage section)
  - b. Upload resources and events and monitor sign-ups (Share section)
  - c. Uploading of training / webinar recordings and podcasts (Learn section)
  - d. Implement AAC video campaigns via appropriate channels
2. Social Media Channel
  - a. Posting of tweets, and relevant advocacy-related content from the website to drive traffic back to the site
  - b. Uploading of training/webinar recordings onto social media
  - c. Content review of AAC You Tube site
3. Analytics
  - a. Develop the weekly & monthly analytics reports
  - b. Provide feedback on mass mailing campaigns
4. Advocacy Events
  - a. Post appropriate messaging to specific membership segments to showcase AAC with respect to such key events
  - b. Develop and post relevant and exciting content to publicize AAC trainings, webinars, etc. This will include development, lay-out and posting of training and webinar posters, co-development of appropriated hash-tags, live-tweeting during events, etc.

## Reporting

5. Prepare the weekly and monthly website and social media analytics reports
6. Report back on impact of mass-mailing campaigns  
Contribute to review and updating of AAC indicator and activity trackers

## Mandatory Requirements

- The applicant must be bilingual
- The applicant must have an Advocacy Communication background

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Send your Curriculum Vitae and Cover Letter to [Internship-MW@Amref.org](mailto:Internship-MW@Amref.org) by 27<sup>th</sup> September, 2021.  
Please include the name of the internship vacancy in the subject line.

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# Advocacy Communications Fellowship Program 2021

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