

## JOB ADVERT

IDENTIFICATION	
JOB TITLE	Regional Communications Advisor (FP2030 East and Southern Africa Regional Hub)
REPORTING TO	Regional Country Engagement Manager
DIRECTORATE	Global Programmes
DEPARTMENT/UNIT	Programmes
TYPE OF CONTRACT	Regular
ROLE STATUS	National/International
DURATION	3 years
DUTY STATION	Nairobi

## ABOUT AMREF HEALTH AFRICA

Amref Health Africa was founded in 1957 and has since grown to become the largest African-based international health development organisation; currently implementing more than 180 programmes, reaching more than 40 million people across 35 African countries; and a staff complement of over 2,000. Headquartered in Nairobi, Kenya, Amref Health Africa has offices in ten countries in Africa – Burkina Faso, Ethiopia, Guinea (Conakry), Kenya, Malawi, Senegal, South Sudan, Tanzania, Uganda and Zambia. An additional eleven advocacy and fundraising offices are located in Europe and North America.

Amref Health Africa is driven by its vision of '*Lasting health change in Africa*' and its mission '*To catalyse and drive community-led and people-centred health systems while addressing social determinants of health*'. We believe that the power to transform Africa's health lies within its communities, and therefore strive to ensure that health systems are not only functional but that communities are empowered to hold these systems accountable for the delivery of quality and affordable health care.

## ABOUT FP2030

Family Planning 2030 (FP2030) is a global partnership of governments, civil society, multilateral organizations, donors, private sector, and researchers committed to supporting the rights of women and girls who wish to use contraception. Our vision is a future where women and girls everywhere have the freedom and ability to lead healthy lives, make their own informed decisions about using contraception and having children, and participate as equals in society and its development.

Since our founding in 2012, much has been achieved, but more remains to be done. The global family planning community agreed that the gains of the last nine years should be sustained by extending this pivotal partnership. Through a global consultation, stakeholders from around the world provided their input on the future of family planning. Together, the community created a shared vision for 2030 that builds on progress achieved to date, adapts the partnership in response to the lessons of the first nine years and positions us to achieve the future women and girls around the world are asking for.

The FP2030 Support Network comprises of five regional hubs: North, West and Central Africa; East and Southern Africa; Asia and the Pacific; and Latin America and the Caribbean, and North America and Europe, led by an Executive Director who reports to the Governing Board. Each hub is headed by a Managing Director supported by a small team. The hubs are hosted by NGOs in five cities where the hubs will be located. The creation of these regional hubs is the key element of FP2030's new structure, which was put in place in 2022.

**Amref Health Africa** was selected as the host of the FP2030 East and Southern Africa (ESA) Regional Hub.

## **JOB PURPOSE**

FP2030 ESA Hub is seeking an experienced, innovative, and self-motivated professional to manage communications efforts at the hub. This individual must thrive in a dynamic, cross-cultural, mission-driven and creative work environment, be a self-starter and be a passionate change agent for advancing family planning regionally and globally. The ideal candidate for this position should be able to think strategically, possess excellent verbal and written communication skills. This position serves as the lead for all the Hub's communications functions. The incumbent will report to the Regional Country Engagement Manager, East and Southern Africa Regional Hub.

Reporting to the Regional Country Engagement Manager, the role holder will work closely with the rest of the Hub team. The role holder will also collaborate closely with FP2030's Director, Communications located in the North America & Europe (NAE) Hub, their Communications team, the Hub Advocacy, Accountability & Partnership portfolio, the Hub Country Engagement team, the Hub Youth Partnerships portfolio and with Communications teams at all Hubs.

## **PRINCIPAL RESPONSIBILITIES**

### **Strategic & thought Leadership:**

- Contribute to thought leadership by identifying and crafting compelling stories and disseminating learnings about sexual reproductive health, family planning and gender equality to the regional family planning audience.
- Lead the execution of communications projects for the Hub, including overseeing the production of all Hub communications materials, ensuring alignment with FP2030 design guidelines
- Develop, lead, and manage the implementation of the ESA Hub communications strategy, ensuring alignment with Organisational goals.
- Develop and lead the implementation of ESA Hub communications strategy.
- Support external partner networks to facilitate their strategic engagement with FP2030's and with the Hub's platforms, channels, and messaging.

### **Technical requirements:**

- Execute communications projects for the Hub, including managing the production of all Hub communications materials, in line with FP2030 design guidance.
- Work with content creators to initiate campaigns to grow ESA Hubs community on social media and creatively experiment with new ways to connect ESA Hub's work with new audiences
- Work with graphic designers, videographers, and other specialists to implement the design and delivery of engaging text, image and light video content for the Hub digital channels.
- Explore, develop new channels, content, and experiences that help will help ESA Hub achieve its communications goals.
- Ensure consistent language, tone, and branding for all externally facing products and platforms, working closely with the NAE Hub's Communications team to ensure consistency of messaging and positioning across FP2030.
- Support the Hub's presence at regional convenings and events, including logistical work, collateral design, and staffing.

- Develop content for ESA Hub visibility such as web stories, op-eds, press releases, fact sheets, blog publications and talking points and event briefings for the Managing Director as required, working closely with the NAE Hub's Communications team as appropriate.
- Work with the Hub team to support the team's communications priorities and to amplify success stories from the region, more specifically secure media slots for the Managing Director.
- Support the translation of FP2030 products as needed, working closely with the NAE Hub's Communications team and with the Country Engagement team, making use of external translation support as appropriate.

**Programmatic Oversight:**

- Provide oversight for the development of ESA Hub quarterly newsletter and support production of FP2030's annual progress report, collaborating closely with the NAE Hub's Communications team.
- Manage communications consultants on a needed basis, which may include external editorial, design or media support to advance communications work across the region.
- Work with new and existing FP2030 commitment-makers in the region to promote commitments and amplify success stories from existing commitments, working closely with the NAE Hub's Communications team as appropriate.
- Provide regular updates on the progress of communications work in the region, including to the global FP2030 Communications network and FP2030 Senior Leadership; draft content for reports to funders, Senior Leadership, and key external stakeholders as needed.

**Stakeholder Engagement and Collaboration:**

- Oversee external partner networks to facilitate their strategic engagement with FP2030 and the Hub's platforms, channels, and messaging.
- Identify and develop new channels, content, and experiences that will help the ESA Hub achieve its communications goals.
- Ensure consistent language, tone, and branding across all externally facing products and platforms, working closely with the NAE Hub's Communications team to maintain consistency of messaging and positioning across FP2030.
- Represent the Hub at regional convenings and events, managing logistical work, collateral design, and staffing as necessary.
- Develop high-quality content for ESA Hub visibility, including web stories, op-eds, press releases, fact sheets, blog posts, and talking points for the Managing Director, in collaboration with the NAE Hub's Communications team.

**Other relevant duties:**

- Perform any other tasks assigned by the Line Manager

**SELECTION CRITERIA:****Education, Qualifications & Experience:**

- Degree in communications, digital media, journalism, public policy/global health international relations or other directly related field.
- A masters degree in any business-related field is added advantage.
- At least 5 years of professional experience in communications or public relations for nonprofit, media, academic, or research organizations

- Experience and passion for global health, family planning, reproductive health, international development, or women’s rights issues strongly desired.
- Experience in communications and managing processes to successfully adhere to product schedule and quality standards.
- Experience in social media strategy development and implementation.

**Knowledge, Skills and Abilities:**

- Exceptional writing, editing and creative management skills, and mastery of key principles for communicating information with accuracy, in ways that non-technical audiences can understand
- Strong aesthetic sense and aptitude for visual and interactive content creation in addition to text-based content
- Demonstrable track record of successful communication projects executed in previous roles.
- Knowledge of national and regional media environment and familiarity with journalist networks is preferred.
- Familiarity with content creation tools (Adobe suite, Canva, etc.)
- Excellent communication skills including attention to detail and ability to effectively multi-task with a willingness to perform a wide range of tasks
- Proactive, self-starter able to work independently
- Strong critical thinking, decision-making, and project management skills.
- Team player with adaptable and pragmatic approach to work, able to work independently as well as with a team.
- Strong time management and prioritization skills and the ability to meet deadlines and deliver objectives on time despite time constraints and pressure situations.
- Excellent interpersonal skills and cultural competencies.
- Written and spoken fluency in English (professional fluency in French or Spanish is an asset).

**Personal competence**

- Politically astute with a good understanding of the bigger picture, culturally sensitive and diplomatic.
- Enthusiastic and motivated about FP2030’s vision, mission and values.

**WORKING ENVIRONMENT/TRAVEL:**

- Willingness to travel (up to 30%).

The above is intended to describe the general content of and requirements for performance of the position responsibilities. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements nor meant to exclude other duties as assigned.

**HOW TO APPLY:**

Please visit our website <https://amref.org/vacancies/> to make your application. You will be directed to our online portal where you will need to create an account in order for you to be able to submit your application. Your application should include a cover letter detailing why you are the best fit for this position and your CV with relevant skills and experience. Closing date will be **16<sup>th</sup> September 2024**. Only shortlisted candidates will be contacted.

**FP>>2030**



**To note:**

1. *Amref & FP2030 value equity-centered leadership and commits to furthering its racial and social justice values and commitments by integrating them into the organizational culture and weaving them into its global partnership work.*
2. *Groupings for the North, West & Central Africa and East & Southern Africa hubs reflect the Africa Union's sub-regions, which have been grouped together.*
3. *Women, people with disabilities, and candidates openly living with HIV, are highly encouraged to apply.*
4. *Amref is an equal opportunity and does not require applicants to pay any money at whatever stage of the recruitment and selection process and has not retained any agent in connection with recruitment.*
5. *Amref is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment*