

## HUMAN RESOURCES DIRECTORATE JOB DESCRIPTION

<b>1</b>	<b>IDENTIFICATION</b>	
<b>1.1</b>	<b>JOB TITLE</b>	<b>Advocacy Communications Lead</b>
<b>1.2</b>	<b>DIRECTORATE/UNIT</b>	<b>Advocacy Accelerator</b>
<b>1.3</b>	<b>PHYSICAL LOCATION</b>	<b>Nairobi</b>
<b>1.4</b>	<b>CLOSING DATE</b>	<b>14<sup>th</sup> June 2019</b>
<b>To apply: Send a Curriculum Vitae and a Cover Letter to <a href="mailto:vacancy@advocacyaccelerator.org">vacancy@advocacyaccelerator.org</a> Please include the name of the vacancy in the subject line.</b>		

### 2 MAIN PURPOSE OF JOB

The role of the Advocacy Communications Lead is to ensure effective, responsive, and compelling advocacy communications for the Advocacy Accelerator. The key function of the role is to manage the creation, implementation and oversight of advocacy communications materials and strategies for both internal and external audiences. The role exists to ensure clear and engaging messaging and outreach aligned across platforms for users of the Advocacy Accelerator in line with the overall strategy of the organisation. The role will oversee the creation and development of materials for various audiences, lead on the management of online platforms and ensure alignment across internal and external communications. This role provides supervision and direction to advocacy communication staff and often works in conjunction with the Knowledge Management and Content, Training and Facilitation functions.

### 3 REPORTING RELATIONSHIPS

#### 3.1. PERSONNEL

PERSONNEL REPORTING TO THE JOB HOLDER	REPORTING DIRECTLY OR THROUGH
Advocacy Communication Officers	Deputy Director
Advocacy Communications Support Staff	Communications Manager, Communications Assistant

### 4 PRINCIPAL RESPONSIBILITIES

Key Area	Scope of Work
<b>Advocacy Strategic Communications</b>	<ul style="list-style-type: none"> <li>▪ Develop and oversee the Advocacy Accelerator’s advocacy communication strategies for internal and external advocacy communications</li> <li>▪ Develop and implement a creative 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 donors</li> <li>▪ Develop and oversee the Advocacy Accelerator’s communications strategy 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</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>
<b>Online Platforms</b>	<ul style="list-style-type: none"> <li>▪ Develop and manage the online digital strategy and content for Advocacy Accelerator which includes the website, social media and community of practice platforms in conjunction with the KM Lead.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Promote interaction and engagement between Advocacy Accelerator users and partners by assessing trends and testing different models and practices</li> <li>▪ Convey efficient and high-value content in a compelling way to intended audiences through webinars, discussion boards and other forums.</li> <li>▪ Contribute to extending the organisation’s stakeholder network</li> <li>▪ Oversee and ensure a vibrant website that communicates to the stakeholders and is regularly updated</li> <li>▪ Develop and implement associated social media and e-Discussion strategies</li> <li>▪ Ensure efficient translation of content into French, as needed</li> </ul>
<b>Documentation, Publication and Reporting</b>	<ul style="list-style-type: none"> <li>▪ Oversee development of all communication and publication material and its dissemination to the relevant audiences</li> <li>▪ Develop key messages, blogs, talking points, e-newsletters and any additional materials, as needed</li> <li>▪ Produce timely, high-quality publications as per agreed frequency</li> <li>▪ Identify other opportunities to collect and use content, as appropriate</li> <li>▪ Prepare and submit reports in a timely manner i.e. monthly, activity reports</li> </ul>
<b>Brand building, Public Events and Partnerships</b>	<ul style="list-style-type: none"> <li>▪ Provide leadership in the execution of the visibility plan including compliance with the institution and donor branding and marking requirements</li> <li>▪ Organise and coordinate the Advocacy Accelerator’s engagement in strategic meetings and events at the national, regional and global levels.</li> <li>▪ Coordinate the creation and production, as needed, of all print materials and digital content</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>▪ Lead and manage the external activities and engagement related to the advocacy communications portfolio.</li> </ul>
<b>Measurement and Learning</b>	<ul style="list-style-type: none"> <li>▪ Develop an internal and external communications learning agenda that measures and documents the communication engagement pathways</li> <li>▪ Lead and supervise and manage the performance of a highly talented team of communicators</li> </ul>

## 5 REQUIRED QUALIFICATIONS

### 5.1 Academic and Experience

- Master’s degree in communications or other related field
- Fluency in French is highly desired, but not a prerequisite
- Experience in advocacy in development for Africa
- At least 7 years of communications experience, particularly in global health, international development, and/or advocacy
- Proven experience in developing and implementing strategic advocacy 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

### 5.2 Competences and Skills

- Strong project management skills with the ability to manage and prioritize multiple tasks and work autonomously under pressure of deadlines
- Excellent written and verbal communication, negotiation and networking skills
- People management skills that include diplomacy, fostering a team environment, managing consultants,

and managing administrative staff

- Ability to work in fast-paced, rapidly changing environment with diverse stakeholders
- Creativity and problem solving skills
- Ability to exercise confidentiality, tact and discretion when dealing with diverse groups of people

## **6 ENVIRONMENTAL CONDITIONS**

### **6.1 Work Environment**

An office in Nairobi within Amref International University

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