



Job description

Communications and Media Officer



Communications and Media Officer

Job Title: Regional Communications & Media Officer	Application Date: 29 October 2018
Grade: E	Department: WaterAid West Africa
Reports to (title): Regional Advocacy Manager for West Africa (RAM)	Location: Dakar-Senegal or any of the WaterAid West Africa Country offices
Direct Reports (titles): n/a	
Key Relationships (titles): Regional Knowledge Management and Learning Advisor	
Contract Type: 4 years fixed term	

Introduction

WaterAid West Africa regional strategy, approved in April 2018, aims to contribute to reaching Everyone, Everywhere by 2030 with safe water, adequate sanitation and good hygiene (WASH) by achieving a step-change in sector performance by influencing decision-makers to recognize that WASH is central to the development of the region. To deliver our ambitious agenda, WaterAid requires strong, effective communications to help drive the change we want to see. Our communications and media work aims to amplify our messages to end the WASH crisis, building awareness and knowledge amongst all those who can help deliver our vision.

Job purpose

The Communications and Media Officer in WaterAid Regional Office will be responsible for conceptualising, planning and implementing media and communications in support of the influencing agenda of the Regional Strategy. This new role will produce and deliver a wide range of high quality communications materials for a variety of audiences across multiple channels.

The post holder will be responsible for media engagement, promoting and strengthening WaterAid's profile, amplifying the organisation's messages on media platforms and helping to influence decision-makers and donors. The role will coordinate production of all communications materials, manage content flow on all digital channels and manage documentation and dissemination of WaterAid's work both internally and externally.

The role will work closely with the Knowledge Management and Learning Advisor (KML) as well as liaise with relevant staff in country programmes, regional team and global team as required to deliver the regional communication and media plan.

Key responsibilities

Programmes communication

- Based on the Regional Strategy, contribute in development of a regional communication and media strategy that will help improve our effectiveness and enhance our WaterAid West Africa (WAWA) visibility.
- Lead in implementing the WaterAid West Africa Communications and Media engagement strategy.
- Work closely with other stakeholders (but most especially the KML Advisor) to identify key products and package them for communication to enhance the visibility of WAWA.
- Work with the Policy Officer to support and monitor the work on the WASH Journalists Network in Senegal and country programmes.
- Work with the Knowledge Management and Learning Advisor on the development of regional learning events and /documentation and dissemination of key outputs

Media engagement

- Develop strong working relations with a comprehensive network of journalists, including the West Africa WASH Journalists Network; broadcasters and commentators in the local, national and international media to increase interest in and understanding of WaterAid's work and the WASH crisis.
- Work with colleagues to plan media (print, television, radio) and social media to enhance and promote WaterAid's service delivery, advocacy, campaigns and fundraising work so that WaterAid's profile is maintained as a key WASH player and opinion shaper.
- Work closely with global communications colleagues to develop plans for key organisational moments, campaigns, initiatives and international or national days to effectively raise the profile of WASH issues and communicate WaterAid's work.
- Support the Regional Director in crisis communications work with support from the Global Media team as appropriate. Ensure all external communications are passed through appropriate sign off channels in order to mitigate potential risks to WaterAid's reputation.

Content and documentation

- Develop and produce compelling communications products (written and multimedia) that are on brand, on message, suitable for their target audience and of a consistently high standard across all of WAWA's communications channels (such as media packs, case studies, leaflets, fact sheets, promotion materials, press releases, films, photos, reports, social media content).

- Manage WaterAid Regional office digital channels, ensuring content is up to date, relevant, accurate and targeted to each platform.
- Produce, write and edit regular WaterAid publications, including newsletters and magazines, for distribution internally and externally.
- Work closely with the programme and advocacy teams to gather stories and photos from the communities where we work to be used as evidence for learning and advocacy purposes.
- Work with external production companies, when required, to organise film and photo shoots to communicate WaterAid's work in an engaging way to a variety of different audiences.
- Support the programme and advocacy teams to document and disseminate evidence and experience to support policy change and build WaterAid's reputation as a key WASH sector policy leader.
- Coordinate and support the production of information, education and communication materials for a range of stakeholders to support behavioural change.
- Manage and regularly update content on WaterAid Regional office's section of 'The Spring' (WaterAid's global intranet) and Yammer.
- Manage and maintain WaterAid Regional office's database and supply of communications materials.
- Ensure all communications channels and the content used on them adhere to WaterAid's brand guidelines.

Campaigns and events

- Manage external communications campaigns from initial concept to final output using appropriate channels – print, media and digital – to reach targeted audiences.
- Provide support in organising seminars, workshops, awareness raising activities and learning events, including hosting international visits.

Capacity development

- Organise communications skills training for staff and selected partners in order to raise writing and reporting standards, develop personal responsibility for using WaterAid's brand and increase the capacity of staff and partners in a variety of communications skills.

Person Specification

Education

Essential	Desirable
<ul style="list-style-type: none"> Degree in relevant discipline, 	A Master's Degree in communications development communication, social science, or journalism.

Experience

Essential	Desirable
<ul style="list-style-type: none"> Five years' experience working in a communications and media role, including the production of a variety of content and materials, for different media Proven track record of representing an organisation to the public or/and media Experience of liaising with journalists Experience of developing a communications strategy Excellent IT skills in Microsoft Word, Excel, Outlook and Adobe Creative Suite (or similar design software). Experience of developing media briefing documents Ability to work in a multi-cultural, multi-lingual and multi-country team 	<ul style="list-style-type: none"> Knowledge of the environment in which non-governmental organisations operate Experience in project management with a proven track record of delivering on objectives Ability to develop long term strategic Communication plans and further developing operational short and medium term plans

Knowledge and skills

Essential	Desirable
<ul style="list-style-type: none"> Experience of using Adobe InDesign and Photoshop, or other design software used to produce and layout publications and other communication materials Knowledge of a range of measuring and analytics tools, and the ability to apply metrics to media & social media activity Knowledge of the environment in which non-governmental organisations operate 	<ul style="list-style-type: none"> Ability to engage and influence major stakeholders Knowledge and understanding of development issues, and WASH issues in particular Willingness/ability to travel. Ability to work with minimum supervision.

<ul style="list-style-type: none">• Excellent written and editorial skills, with the ability to write tailored, effective content for specific audiences• Ability to communicate and make presentations clearly in English and French• Ability to use computers both for word-processing and necessary communication packages.	<ul style="list-style-type: none">• Time management and ability to prioritise tasks.
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Our people promise

We're looking for people who share a commitment to our vision, and a commitment to playing their part in changing normal. We're looking for people with an appreciation and respect for different people and ideas, and the energy and expertise to help tackle the most important challenges.

In return, you can expect to get inspiration from the change you help make happen, a sense of belonging and the feeling of being part of a global community. You will also experience stimulation and fulfilment, the chance to grow, and space to be yourself at your best.

This is our pledge to you.