

Job title	Digital Communications Officer
Department	The Girl Generation-Support to the Africa-led movement to end FGM/C Programme
Location	Nairobi
Reporting to	TGG-ALM Communications Manager
Responsible for	N/A
Liaison with	Advocacy and Movement Building Team, Community Implementation Team, Programme Team, M&E Advisor, Grants Team
Hours	Full time
Type of contract	Fixed Term
About Options	
<p>We are a global team of experts and innovators tackling some of the world’s most pressing health challenges. We work with leaders and change makers around the globe to bring health strategies to life. We provide ideas, advice and technical know-how that enable our partners to build a path to lasting change.</p> <p>With 30 years’ experience in global health, we collaborate with our partners to explore existing evidence, combine expertise, scale up ideas and co-create solutions that accelerate change. This includes collaborating on policy design, managing initiatives, building powerful coalitions and galvanising social movements. Our impact is felt across whole communities, with a focus on women, girls and those who have been marginalised.</p> <p>As part of MSI Reproductive Choices, all our profits go back into supporting MSI’s own work making choice possible around the world.</p> <p>We believe in a world where everyone can access the high-quality health services they need, without financial burden.</p>	
Our values	
<p>In line with our mission, we are committed to safeguarding the rights and welfare of our staff, partners, and the clients and communities we serve, and expect our team members to share our values and commitments. We are committed to the following principles:</p> <ul style="list-style-type: none"> • Our expertise delivers sustainable impact. • Our work generates profit with a purpose. • Through growth and learning, we find new ways to solve complex problems. • We act with integrity, always. • We are building a truly equitable workplace. 	
About The Girl Generation Programme	

The Girl Generation: Support to the Africa-led movement (TGG-ALM) to end FGM/C (“the programme”) will contribute to a significant reduction in the practice of FGM/C in four focal countries in Africa (Senegal, Somalia, Kenya and Ethiopia) by 2027, by accelerating positive changes in social attitudes towards ending FGM/C, within a broader vision of a world where girls and women can exercise their power and rights, have expanded choice and agency, and where they can be free from all forms of violence.

The programme consortium, led by Options, includes Amref Health Africa, ActionAid, Orchid Project, Africa Coordination Centre for Abandonment of FGM/C, and University of Portsmouth. It works closely with the Population Council’s Data Hub, the programme’s data and measurement arm.

Main purpose of job

The Communications, Advocacy, and Movement Building (CAMB) team has just wrapped up an exciting strategy, centered on amplifying TGG-ALM’s girl-centered programming. We are passionate about amplifying the voices of FGM/C survivors and individuals at risk, showcasing innovative model approaches, and reframing the narrative surrounding FGM/C.

TGG-ALM seeks a **Digital Communications Officer** who will be crucial in leveraging digital tools and platforms to communicate key messages and engage diverse audiences effectively. Responsibilities for this position include managing TGG-ALM’s social media accounts to boost audience engagement and action as well as managing TGG-ALM’s website, including updating content based on current strategy to focus and drive website traffic from meaningful audiences. This position reports to the programme’s Communication Manager.

Join us in making a tangible difference and driving meaningful change!

Main duties

Social media

Develop and drive TGG-ALM’s social media strategy to reflect the focus of the CAMB strategy and, reflect the latest trends and insights that are relevant to our audiences. This may include:

- Amplifying and responding to content generated across the TGG-ALM programme.
- Identifying how social media can be used to drive storytelling, placing an emphasis on the voices of girls, survivors, community champions, youth, and grantee partners.
- Amplifying and celebrating community-level activities and network-based collective action
- Identifying and driving engagement from relevant social media influencers to reach target audiences.
- Develop captivating social media plans and content calendars that reflect the impact, stories of change, advocacy asks and messages, key outputs, and global public goods, as well as priority activities from across the TGG-ALM consortium.
- Collaborate with partners for integrated social media activities and campaigns.
- Source content and ideas and develop engaging online materials like infographics, GIFs, E-mail marketing, videos, tweet cards, etc.
- Draft content that aligns with the programme messaging, values, language and target audiences, and demonstrates its impact.
- Regularly gather and analyze social media reports/analytics to optimize our digital media activities.

- Live tweet/cover TGG-ALM's presence at external events, ensuring that the posts are clear for external audiences and increasing our reach by including all relevant handles/hashtags, titles and organisations
- Support TGG-ALM team members and partners to use social media effectively to promote TGG-ALM values and approaches.

Website

- Support the development of website content and management to reflect overall TGG-ALMs messaging and CAMB strategies.
- Upload new content regularly with accuracy and efficiency
- Enhance user experience for maximum engagement
- Optimise website performance through analytics and applying basic SEO strategies

Graphics Design and Brand Management

- Support with in-house graphics designs for the programme (event fliers, quote cards) in line with brand guidelines.

Safeguarding

- The Officer will be required to adhere to Safeguarding Principles and Do No Harm guidelines while undertaking his/her tasks.

Please note that you may also be required to carry out reasonable additional ad-hoc duties, at the request of your line manager.

Key skills

- Proven experience managing social media and digital communications on a purpose-driven and or movement-building campaign, with demonstrated impact.
- Experience in using WordPress and MailChimp
- Experience leading digital activities and campaigns, with a keen understanding of how to engage different audiences to take action on an issue of social change, with demonstrable results.
- Proven experience developing social media and digital strategies with a specific focus on using social media to influence diverse audiences.

Key experience

- 3 years of experience in communications in social media and digital communications in the social change and development space
- Experience in managing social media accounts across complex geographies.
- Experience and creativity in website management.
- Experience in website and social media reporting and analytics Basic video and photo editing skills.
- Basic graphic design skills.

Formal education/qualifications

- Degree-level qualification or equivalent
- Qualification in PR/Digital Communications/Communication/IT

Personal attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, who are focussed on delivering sustainable impact in the countries where we work. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, enthusiastic, solutions-oriented and committed to promoting equality across the organisation, and with those that we work with.

For this role, we're looking for an individual who is:

- Dynamic and creative with the ability to show initiative.
- A team player, providing support and encouragement.
- Organised and process oriented, with an attention to detail and able to prioritise workload.
- Customer focused, responsive to changing priorities and demands.
- Strong communication skills and a team player.
- Ability to analyse complex problems in a structured manner whilst working under pressure.
- Focused on delivery with a 'can do' approach.
- Demonstrates Options' team member behaviours and professional self-development.

Other essential requirements:

- A strong supporter of the cause of family planning and a woman's right to safe abortion (pro-choice).
- Commitment to equal opportunities.
- A commitment to the programmes' and Options' principles of Safeguarding, Do No Harm, and to comprehensive sexual and reproductive health and rights.
- Fluency in written and spoken English.
- Candidates must have the legal right to work in Kenya.

Note: this job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the job holder.

<p>Signed by: Ann Njuguna Ann Njuguna</p>	<p>Date: 9th May, 2023</p>
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<p>Version History (For HR use only)</p>	
<p>Date JD reviewed by HR team member:</p>	