

Job description

<i>Job Descriptions will be reviewed from time to time</i>	
Job title	Communications Manager
Programme	Ghana Somubi Dwumadie Programme (Ghana Participation Programme)
Location	Accra, Ghana
Reporting to	Programme Monitoring, Evaluation and Learning (MEL) Advisor
Liaison with	Other members of the programme team, consortium partners, other members of the Options' Communications team, external stakeholders including civil society organisations (CSOs) and government representatives
Hours	40 hours per week
Annual Salary	110,000 GHC -160,000 GHC depending on experience.
Type of contract	Full time, Fixed Term Contract (until 31 st March 2024)
Organisation	
<p>Options Consultancy Services Limited is a leading global health consultancy established in 1992 as a wholly owned subsidiary of Marie Stopes International. We manage health programmes that ensure vulnerable women and children can access the high-quality health services they need. We work with partners to co-create and implement locally informed solutions to complex health problems. This includes governments, development partners, non-governmental organisations (NGOs), civil society and health workers. Our programming is flexible, evidence-based and politically informed. This means we adapt to changing contexts, use data to inform our decisions and ensure our approach is appropriate. Our focus is always on building local skills and systems that last. Our headquarters is based in London, UK with offices in Ghana, Kenya, Nigeria and Nepal.</p>	
Programme: Ghana Somubi Dwumadie (Ghana Participation Programme)	
<p>Ghana Somubi Dwumadie (Ghana Participation Programme) is a four-year disability programme in Ghana, with a specific focus on mental health. This programme is funded with UK aid from the UK government. The programme is run by an Options' led consortium, which also consists of BasicNeeds-Ghana, Kings College London, Sightsavers International and Tropical Health, and focuses on four key areas:</p> <ol style="list-style-type: none"> 1. Promoting stronger policies and systems that respect the rights of people with disabilities, including people with mental health disabilities 2. Scaling up high quality and accessible mental health services 3. Reducing stigma and discrimination against people with disabilities, including mental health disabilities 	

4. Generating evidence to inform policy and practice on the effectiveness of disability and mental health programmes and interventions

Main purpose of job

Working under the supervision of the Programme MEL Advisor and working closely with the rest of the MEL team, the Communications Manager will develop, coordinate and implement the communications strategy in order to successfully raise the profile of the programme and deliver targeted dissemination activities of programme learnings.

The Communications Manager will also work closely with the Team Leader in order to enhance the reach and uptake of all internal and external communications activities, and to develop and adjust the communications strategy to ensure continuous alignment with the programme strategy and approach.

The role is responsible for coordinating and proactively engaging with the programme team in order to externally promote programme objectives, achievements and learnings and foster a positive internal communications culture, including ensuring that learnings are appropriately communicated for effective adaptive management.

S/he will be responsible for supporting the development and disseminating high quality content and learning materials through a range of communications channels, including a programme website, and ensure they are fit for purpose and aligned with strategic programme goals.

The Communications Manager will also work in coordination with the wider Options communications team in order to support, enhance and promote the wider Options communications strategy where appropriate.

Main duties

Strategy and brand

- Develop and implement the programme external and internal communications strategy and ensure close alignment with the programme's overarching strategy, approach and values.
- Regularly review the communications strategy to ensure continued alignment in line with programme direction and activities.
- Build strong working relationships with learning and communications colleagues across programmes, consortium partners and within Options to ensure brand consistency.
- Ensuring the programme complies with FCDO's, and relevant stakeholders', communications guidelines.
- Be the custodian of the programme house style/branding and ensure that all materials including banners, briefs, flyers, etc (external and, where appropriate, internal) are produced in the correct branding, format, and template and are disability inclusive and use disability inclusive language.

- Maintain a photo library of high-quality photographs with appropriate content for Programme's reporting and public information needs.

Digital

- Manage development of Ghana Somubi Dwumadie programme website, including working with external agencies and designers.
- Lead the coordination and development of content for the website and ensuring that complex information is translated into clear and accessible language, in line with the programmes' guidelines on tone and messaging.
- Lead the coordination and development of content for other digital and non-digital media platforms to promote and raise visibility of the programme, including managing social media platforms for the programme.
- Support colleagues across the programme to use digital channels for their stakeholder, sector engagement and MEL work.

Internal engagement

- Produce and disseminate a monthly internal newsletter, liaising with the MEL Adviser, Learning Manager and Team Leader and other team members to generate content.
- Support the Learning Manager to develop learning materials
- Lead on the dissemination of learning materials to be used across the programme.
- Support management of programme documents filing to support communications
- Establish and proactively encourage regular use of communications channels within the programme in order to promote learnings across teams.

External engagement

- Support the programme's social and behaviour change communication activities (SBCC), materials and initiatives as and when required.
- Support gathering stories of change and disseminate them into appropriate formats to communicate results achieved by the Programme
- Identify opportunities for external engagement (e.g. events), and provide support with content development for such engagement.
- Manage the programme's events and conference tracker
- Spearhead engagement with the press, including partnership building and maintaining strong working relationships with media institutions, development of press briefings and press releases.
- Ensure all communication outputs and learnings materials adhere to guidelines on representation, safeguarding and consent policies as well as branding.
- Provide quality assurance as well as proofread and format regular programme deliverables and all external facing materials to ensure consistency, accessibility and use of disability inclusive language

Ad-hoc

- Identify, troubleshoot and flag communication and reputational issues for the programme to the Senior Management team (internal and external factors)
- Provide support to the Marketing and Communications Manager for Options, based in London, as and when required. Including in-country networking, production of Options' specific requirements or materials and dissemination to Ghana Somubi

Dwumadie team etc.

- Support to the bid-development process for Ghanaian programmes as required, including the creation of diagrams, proof reading and formatting
- Manage the General Data Protection Regulation (GDPR), legal (incl. Ghana Data Protection Act) and safeguarding practices and compliance for the Ghana Somubi Dwumadie programme, in relation to photography and content
- Orient and train staff on branding guidelines, writing, social media and template, communication processes and data protection requirements

Options is an equal opportunities employer and encourages candidates of all backgrounds to apply, including under-represented groups, specifically women and people with disabilities

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.

Signed by:	Date:
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Person specification

Criteria	Essential	Desirable
Qualifications		
Professional qualification in marketing or communications	✓	
Experience		
Experience in developing and implementing marketing and communications strategies	✓	
Proven track record in developing approach and managing the production of international development/programme materials	✓	
Experience in managing social media channels to support marketing and communication strategies		✓
Technical understanding of international development, health issues and/or disability and mental health	✓	
Skills and attributes		
A demonstrable ability to juggle strategic thinking and operational delivery	✓	
Expertise in website development commissioning and content management	✓	
Excellent communication skills, including verbal presentation and copy writing skills	✓	
An excellent writer and editor, skilled at distilling and interpreting large amounts of technical information for a range of audiences	✓	
Ability to work well in a diverse, international environment and work with colleagues across the globe	✓	
Proactive self-starter, able to juggle multiple tasks and priorities	✓	
Strong computer skills: facility with Microsoft Word, PowerPoint and Excel	✓	
Ability to use Adobe design programmes, including Illustrator, InDesign and Photoshop		✓

Other requirements		
Commitment to equal opportunities	✓	
Commitment to the principles of safeguarding	✓	
Fluency in written and spoken English	✓	