

## Job description



<b>Job title</b>	Advocacy and Communications Assistant
<b>Department</b>	E4A - MamaYe Kenya
<b>Location</b>	Nairobi or Bungoma, Kenya
<b>Reporting to</b>	E4A-Mama Ye Advocacy Communications Advisor
<b>Responsible for</b>	N/A
<b>Liaison with</b>	Sustainability and Local Ownerships Advisor, County and MPDSR Advisor, Capacity Building Coordinator, MEL Advisor, Options Communications Unit
<b>Hours</b>	Full time: 40 Hours/Week
<b>Type of contract</b>	Fixed term contract until December 2023
<b>Organisation</b>	
<p>Options Consultancy Services Limited was established in 1992 and is a wholly owned subsidiary of Marie Stopes International. We are a consultancy organisation providing technical and management expertise in the health and social sectors to governments and international development partners to transform the health of women and children. We provide information, expertise and influence to governments, health workers, NGOs and businesses to catalyse change so that health services can be accessed by the people who need them most.</p> <p>Evidence for Action–Mama Ye (E4A–Mama Ye) is a programme managed by Options Consultancy Services and funded by the Bill and Melinda Gates Foundation (the foundation) to improve reproductive, maternal, newborn, child and adolescent health (RMNCAH) outcomes through a combined focus on evidence, advocacy and accountability in several sub-Saharan African countries.</p> <p>Started in 2012, E4A-Mama Ye has used a combination of evidence and advocacy to drive accountability for maternal and newborn outcomes in several African countries. E4A-Mama Ye acts as a catalyst for action, using evidence strategically to generate political commitment, strengthen accountability and improve planning and decision making at sub-national and national levels. The Mama Ye brand is used to augment the visibility and profile of our work and channel the collective energy and investments of other stakeholders committed to improving RMNCAH outcomes. With funding from the Bill and Melinda Gates Foundation (“the foundation”), E4A-Mama Ye currently has programme offices in Nigeria, and Kenya, and also provides technical assistance for health financing in other countries which received investment through the Global Financing Facility. The current investment will run from July 2019 to May 2022.</p> <p>In Kenya, we support coalitions (e.g. Maternal and Perinatal Death Surveillance and Response Committees, Technical Working Groups and Civil Society Organisations) to have the capacity to advocate for progress on Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCAH) nationally and through focused work in Bungoma and Nairobi counties. The focus of the current investment from the foundation is to build sustainability of our approaches so that coalitions are empowered with the knowledge and tools to operate independently and are supported to identify priorities and develop strategies to achieve progress in those priorities. Please visit <a href="http://www.MamaYe.org">www.MamaYe.org</a> for further information about the programme.</p>	
<b>Main purpose of job</b>	
<p>As Communications Assistant, you will support the successful delivery of communications activities in Kenya working with the Advocacy Communications Advisor, recognising that our communications work often has synergies cutting across Options programmes. You will support the team to build the capacity of civil society organisations on advocacy communications, including providing inputs to training packages on communications and contribute to the wider delivery of the E4A-MamaYe communications strategy.</p> <p>You will contribute to tailoring, packaging and communicating E4A’s lessons, tools, and products to make these appealing and easy to access by various stakeholders including other implementing partners and potential funders.</p>	

In addition, you will support civil society coalitions in Kenya to gather and package information for strategic advocacy communications, share learning and organise events.

Technical support will be provided to you by the Advocacy Communications Advisor, who will mentor and work closely with you to help ensure you have the technical and communications support necessary to deliver your objectives. You will also benefit from regular collaboration with members of the wider Options communications team. There will be deliberate efforts to provide opportunities for your personal and career growth.

## Main duties

### 1. Support E4A-MamaYe Kenya supported coalitions to work on MNH and budget advocacy communications

- Support coalitions work plan development to ensure that effective advocacy communication is integrated into their activities, are implemented and they know how to measure impact and make changes required.
- Work with the E4A Advocacy Communications Advisor to support the development of creative assets/communications products that can be easily used by E4A MamaYe-Kenya supported coalitions.
- Collaborate with members of E4A MamaYe-Kenya coalitions to co-create events, communications materials, and document learnings and experiences of advocates to help amplify coalitions work on the coalition news section on the Mamaye website while sharing knowledge and skills with the members.

### 2. Maintain the E4A-MamaYe Kenya social media account, Mamaye website and offer digital media use support to coalitions

- Support the development and implementation of a social media plan that feeds into the regional content planning calendar for E4A-MamaYe communications pipeline and expand the programmes digital media presence.
- Together with the Advocacy Communications Advisor, support coalitions build their capacity on use of different digital media platforms as identified by them (e.g. Facebook, Twitter, Mailchimp etc) to put in place and implement digital media plans to support raise coalitions brand profile and visibility and support resource mobilisation efforts.
- Conduct regular content update on the Mamaye website on Kenya coalitions news updates. Ensure content for the website is signed off by the Advocacy Communications Advisor and has followed the E4A writing process before publishing to the public.
- Work with the E4A-MamaYe Kenya team to link coalitions with opportunities and networks at country or global level to amplify their advocacy work and share lessons.
- Liaise with E4A Advocacy Communications Advisor in collating content on the E4A-MamaYe programme work in Kenya, to be included in the Options monthly newsletter as regional updates.

### 3. Support the delivery of E4A-MamaYe Kenya and coalitions workplan activities with a communications focus

- Contribute ideas into the E4A-MamaYe Kenya country workplan with a focus on wider communications activities aimed at supporting coalitions work.
- Support the process of developing the E4A project communications strategy and work closely with the Advocacy Communications Advisor to ensure identified targets are achieved during work-plan implementation in Kenya and the work with coalition.
- Offer technical support alongside the Advocacy Communications Advisor to coalitions on the delivery of their advocacy communications activities through developing concepts, costing, organising logistics and adhering to allocated budgets.
- Work with the Advocacy Communications Advisor to develop training modules and facilitate capacity building opportunities to coalitions using diverse mediums and platforms.

- Document and store all relevant information from delivery of work plan activities. Eg. Stakeholders list, pictures etc
- Ensure regular and quality reporting on progress of work done during the E4A Kenya weekly catch-up calls and monthly reporting ensuring a link between implemented activities and the project set milestones.
- Support consultants and contractors as delegated by the Advocacy Communications Advisor.

#### 4. Brand guidelines

- Liaise with the Advocacy Communications Advisor to ensure quality assurance on all external facing print materials to meet Options/E4A guidelines.

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.

## Person specification

Criteria	Essential	Desirable
<b>Qualifications</b>		
Professional qualification in communications, journalism, media and/or related fields	✓	
<b>Experience</b>		
Experience in using social media including Facebook and Twitter in a professional capacity to increase levels of engagement.	✓	
Experience in building and managing email communications via Mail Chimp, including working knowledge of data segmentation and managing distribution lists for key stakeholders.		✓
Working knowledge of Google Analytics	✓	
Experience of working within or with grassroots CSOs, NGOs or in an advocacy environment		✓
Demonstrable ability to optimise digital communications and levels of audience engagement	✓	
Strong computer skills: facility with MS Word and PowerPoint	✓	
Experience of design, print and agency management		✓
Experience in planning and coordinating meetings and events, including invitation lists and event logistics		✓
Knowledge and experience of Publisher (or similar design software), In Design, Adobe Photoshop, Adobe Acrobat.		✓
Ability to use video cameras and edit videos		✓
<b>Skills and attributes</b>		
Flare for writing concise, compelling and accurate copy for digital and print for different audiences	✓	

Proactive, strong administration and organisational skills, effectively plans and prioritises own workload and to coordinate content from others	✓	
Team player, including working with teams based in offices across multiple countries with high sensitivity to cultural and social diversity	✓	
Knowledge and understanding of international health and development, in particular Sustainable Development Goals (SDGs), Maternal and Newborn Health or a closely related area such as women's and girls' rights, reproductive and sexual health, social change and youth/children's rights		✓
Curious, willing to learn and share ideas confidently	✓	
<b>Other requirements</b>		
Commitment to equal opportunities	✓	
A commitment to the programme's and Options' principles of Safeguarding, Do No Harm, and to comprehensive sexual and reproductive health and rights.	✓	
Be Pro-choice	✓	
Fluency in written and spoken English and Kiswahili	✓	
Right to live and work in Kenya	✓	