

Job description

Job title	Communications Manager
Department	Programme Department
Location	Nairobi, Kenya
Reporting to	Global Advocacy Director
Responsible for	N/A
Liaison with	Team Leader, Advocacy and Comms Working Group, Consortium Members
Hours	Full time, 40 hours per week
Type of contract	Fixed Term, 2 years

About Options

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.

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.

As part of MSI Reproductive Choices, all our profits go back into supporting MSI's own mission of children by choice, not chance.

We believe in a world where everyone can access the high-quality health services they need, without financial burden.

About the programme

The UK Government (Foreign, Commonwealth and Development Office - FCDO) has a vision of a world free from Female Genital Mutilation/Cutting (FGM/C) by 2030, in line with the SDGs. A programme has been established entitled 'Support to the Africa-led movement (ALM) to end FGM/C' to contribute to global efforts to achieve that vision. The programme co-creation period started in 2020, and programme implementation is beginning from September 2021.

This programme will support and build the capacity of the ALM to end FGM/C at multiple levels and at scale, working in partnership with the rest of the FGM/C movement, complementing UN agencies (such as the UNFPA-UNICEF Joint Programme on FGM/C), Saleema initiative, other alliances (such as Girls not Brides etc.) and grassroots Civil Society Organisations (CSOs), women's and girls' movements, etc.

The programme includes two consortia working in close collaboration. Options leads a consortium including Amref Health Africa, ActionAid UK, Orchid Project, ACCAF and University of Portsmouth to implement the 'Support to the ALM to End FGM/C' programme. Population Council and Greenmash are implementing 'The FGM/C Data Hub: Data and Measurement Support to the ALM to end FGM/C'.

Main purpose of job

Working closely with the Global Advocacy Director, Advocacy and Comms Working Group and consortium partners, the Communications Manager will lead on the reviewing and implementing the programme's

communications strategy. They are passionate about supporting the African-led movement to end FGM, including partners, grantees and stakeholders, to communicate effectively about FGM and to showcase the African-led movement on the global stage through proactively and independently generating and disseminating content, amplifying stories of change, and ensuring a cohesive messaging.

The Communications Manager will oversee content development for all of the programme's platforms, including social media, the website, and for public relations and mainstream media coverage. They will be responsible for producing, and overseeing the production of, written and graphic materials which ensure consistency and compliance with programme brand, values, key messages, and style guidelines.

The Communications Manager will ensure that all communications work relating to the programme adheres to Safeguarding and Do No Harm guidelines, given the sensitivity of the programme focus.

***Note:** All levels of position in the organisation assume some degree of responsibility for safeguarding. Your accountabilities will align with the level and scope of the position and appropriate training will be provided*

Main duties

Communications strategy

- Working with the Global Advocacy Director and Options' Communications and Marketing Manager to review, update and implement the programmes communications strategy to ensure that content reaches the programme's target audience and that key messages can be amplified;
- Lead on designing and implementing the programme's communication campaigns, working closely with the programme's advocacy team and the Advocacy and Comms Working Group, and developing strategic communications activities to support their advocacy goals
- Developing a clear vision for the programme 'voice' and brand – including style/brand guides and tone of programme communications, tailored to specific focal country contexts

Content creation

- Develop key messages and communications actions plans to develop and time the production and launch of communications activities and outputs (e.g. blogs, infographics, press releases, social media kits) ahead of key moments and events to increase the visibility of the programme and to support its advocacy efforts
- Working with consortium partners, generating content as well as directing and oversee content creation for the programme's communication channels (e.g. social media profiles and the website), including press releases, infographics, blogs, publications, and other media content (e.g. newsletters, press releases, articles for mainstream media outlets);
- Generate ideas for stories and content and pitch these to mainstream media outlets, in close collaboration with the programme's consortium members
- Engage external suppliers for the production of content, such as video, posters, leaflets and infographics. Manage the procurement of designers, develop terms of reference, and quality assure outputs.
- Lead on the quality assurance of all communications content, including responsibility for editing and proofreading all externally-facing materials;
- Work closely with in-country team members and consortium partners to ensure content produced is culturally and contextually appropriate for the target audience;
- Oversee the development of tailored messages for campaigns and/or events

Social media and website management

- Manage and update the programme's social media accounts and website, including developing social media kits and campaigns around international days and events

Social change communications

- Work with programme implementation team to develop tools, resources and messages to deliver social and behavioural change trainings as needed;
- Build capacity among grantees, partners and other stakeholders on effective social change communications

Amplify stories of change

- Oversee the programme's approach to amplifying positive stories of change from the Africa-led movement to end FGM and provide greater visibility to African campaigners and grassroots activists

Other

- Work with the Head of Programme Monitoring, Evaluation and Learning (MEL) to develop tools for measuring impact of communications efforts and campaigns to create a 'feedback loop' for continued learning;
- Ensure that all communications work relating to the programme adheres to safeguarding and Do No Harm guidelines, given the sensitivity of the programme focus;
- Act as the first point of contact for incoming media enquiries relating to the programme;
- Occasional travel to focal countries to profile implementation and gather

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		
<i>Professional qualification or degree in a relevant subject</i>	✓	
Experience		
Demonstrated experience of developing and implementing complex integrated strategic communications programmes at scale	✓	
Highly experienced brand strategist, with experience gained in either the commercial or not-for-profit sector	✓	
Experience designing and implementing effective advocacy media campaign, preferably on social issues.	✓	
Demonstrated ability to optimise brand strategies within an African context	✓	
Extensive on the ground experience of working in a minimum of one sub-Saharan African countries.		✓
Experience in effectively managing relationships, including at a distance	✓	
Opportunistic in a dynamic environment and able to swiftly change course	✓	
Skills and attributes		

A deep understanding of and commitment to the power of brands to support attitudinal, social norms and behaviour change	✓	
A high level of insight into how communications can help to change attitudes, behaviours and social norms	✓	
Strategic thinker – creative, dynamic individual	✓	
Ability to lead the design and implementation of integrated brand strategies and associated communications efforts at multiple levels	✓	
The ability to communicate complex concepts to a variety of audiences/stakeholders	✓	
Exceptional and creative written, oral, interpersonal and presentation skills	✓	
Highly skilled facilitator, able to guide multi-sectoral groups through participatory planning and brand activation processes		✓
Knowledge of the field of FGM or a closely related area such as women and girls' rights, reproductive and sexual health, social change and/or child rights.	✓	
Strong performance management and interpersonal skills	✓	
Exceptional writing skills, including editing and proofing, with close attention to detail	✓	
Other requirements		
Strong understanding of, and personal commitment to women and girls human rights, and equal opportunities	✓	
Proven experience on working on programmes relating to FGM, GBV or similar	✓	
Fluency in English (spoken, written, reading)	✓	
Ability to travel locally and internationally as required (15%)	✓	
A commitment to the programme's and Options' principles of Safeguarding, Do No Harm, to comprehensive sexual and reproductive health and rights, and feminism	✓	
Right to live and work in Kenya	✓	
Pro-choice	✓	
Commitment to equal opportunities	✓	