

Job description

Job title	Media and Campaigns Officer
Department	The Girl Generation
Location	Kenya
Reporting to	Communications Manager
Responsible for	N/A
Liaison with	ALM's leadership team, core team, Options staff in Kenya and London, consortium partners, FCDO and a range of wider stakeholders
Hours	Full time
Type of contract	Fixed term

Organisation

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 this programme

The Girl Generation (TGG): Support to the Africa Led Movement to End FGM/C Programme, is a consortium led by Options Consultancy Services, and 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. The programme envisions a world where girls and women can exercise their power and rights and have expanded choice and agency and be free from violence, including FGM/C. The programme is being implemented in Kenya, Senegal, Ethiopia and Somaliland and is funded by Foreign, Commonwealth, Development Office (FCDO).

Main purpose of job

The Media and Campaigns Officer will provide support to the communications department and consortium partners and is responsible for producing multimedia content in various formats including, but not limited to infographics, online photo galleries, E-posters, events coverage and collecting significant change stories. This role is also tasked with maintaining both the front end and back end of the programme website and social media channels.

Technical support will be provided to you by the Head of Communications, 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.

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

Digital communications (Web and social media)

1. Develop and create engaging content that aligns with The Girl Generation (TGG): Support to Africa Led Movement (ALM) to end Female Genital Mutilation/Cut (FGM/C) communications strategy and brand guidelines, addressing the needs and interests of organisation's multiple stakeholders
2. Grow TGG-ALMs brand influence on the online space while increasing brand loyalty and awareness
3. Develop relevant graphics in line with brand guidelines and style for use in various digital platforms and programme communications
4. Research on emerging digital trends and use for purposes of social media uptake among internal and external stakeholders
5. Generate and edit content for periodic updating of the TGG-ALMs Website
6. In liaison with programme staff, support message development, packaging and dissemination of reports and other Information, Education and Communication (IEC) materials
7. Measure and report performance of all digital campaigns and assess against goals (KPIs and ROI) and share impact analysis reports on a quarterly basis

Media communications

1. Support in developing and maintaining key media contacts and build strategic relationships with media
2. Support in pursuing opportunities to pitch compelling story ideas and interviews to the media
3. Coordinate, plan and facilitate media visits to TGG-ALMs projects
4. Support to position TGG-ALM as a credible voice and movement towards ending FGM/C in Africa and globally

Branding and events

1. Support in ensuring brand guidelines are applied in a consistency and appropriate manner across all events
2. Develop a branding schedule to keep track of branding tasks and update the same on a monthly basis
3. Support calendar driven plans for events around celebrated days/campaigns including designing and or working with the graphics designer to churn out creative unique concepts.

Internal Communications

1. Participate in the design of communications plans and initiatives that ensures the communications department delivers on high value results

2. Support the production of content for TGG-ALMs internal communications/engagement initiatives.

Others

1. Participate in consortium meetings and technical working groups of interest and strategic to TGG-ALMs communications department.
2. Any other responsibilities as might be assigned from time to time

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
Qualifications		
Bachelor's Degree in Communications, Journalism, or related field	✓	
Knowledge and proficiency in design and desktop publishing software (Adobe Premier, Photoshop, InDesign etc)	✓	
Experience		
3 years' experience in the communications field preferably in the development circles or journalism	✓	
Experience in dealing with media, including developing media packs and briefing packs as guided		✓
Experience in content management for website and social media	✓	
Photography, basic videography and interviewing skills	✓	
Significant experience working on gender, women's empowerment or ending FGM/C and all forms of SGBV programmes and campaigns.	✓	
Experience in supporting development and roll out of communications programmes and media strategies		✓
Experience in high profile representation		✓
Skills and attributes		
Team player	✓	
Ability to plan and follow-on tasks with minimal supervision	✓	
Ability to respond to internal & external communication needs and prioritise tasks accordingly	✓	
Take initiative to identify and solve problems	✓	
Excellent writing, presentation and communication skills, with the ability to inspire	✓	
Exhibit creativity in their work	✓	
Ability and willingness to travel	✓	
Demonstrate enthusiasm and positive attitude		✓
Knowledge of gender, social norms change, programming related to working towards eliminating harmful social norms.	✓	
Other requirements		
Strong understanding of, and personal commitment to international human rights, particularly women's and children's rights	✓	

A commitment to the programme's and Options' principles of Safeguarding, Do No Harm, and to comprehensive sexual and reproductive health and rights	✓	
Commitment to Equal Opportunities	✓	
Pro Choice	✓	