

Job description

Job title	Regional Communication Advisor
Department	WISH
Location	Nairobi, Kenya (with rights to live and work in Kenya)
Reporting to	WISH Team Leader, dotted line to CR Kenya
Responsible for	N/A
Liaison with	Country Leads, Regional team, UK Communication and NBP team
Hours	Full time
Type of contract	Full time, Fixed Term Contract with end date of 31/03/2023

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.

Main purpose of job

Working closely with the Regional Team Leader and Country Leads, the Regional Communication Advisor (RCA) will lead in the development and implementation of the programme's communications strategy, ensuring it is adaptive and responsive to changes in the programme's external environment (e.g., COVID-19). The RCA will support WISH country teams, including partners, grantees, and stakeholders, to communicate effectively about the program to the targeted audience through capacity building, amplifying stories of change, and ensuring a cohesive messaging.

The RCA will oversee content development for all 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. They will liaise with colleagues in the regional offices and focal countries to amplify stories of change and showcase WISH on the global stage. The RCA will work closely with the learning team to produce and disseminate internal and external learning products, including global public goods.

The RCA 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

1. Communications Strategy

- Working with the Regional Lead and Options Communications and Marketing Manager to develop and oversee the implementation of communications strategies for the programme and to ensure that content reaches a broader audience, that messages can be amplified, and that the strategy is regularly reviewed, adapted and responsive to changes in the programme's external environment (e.g., COVID-19).
- Lead designing and implementing programme advocacy and communication pieces.
- Developing a clear vision for the programme 'voice' and brand – including style guides and tone of programme communications, tailoring to specific focal country contexts

2. Content creation and event organisation

- Working with consortium partners, direct and oversee content creation for communication channels, including social media, website, infographics, blogs, publications, and other media content (e.g., newsletters, press releases, interviews with mainstream media);
- Pitch and places stories to/on external media platforms
- Engage external suppliers to produce content such as video and graphics. Manage the procurement of designers, develop terms of reference, and quality assure outputs.
- Lead on quality assurance of all communications content, including responsibility for editing and proofing of 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
- Develop ideas for as well as manage and oversee events and workshops (virtual and in-person),
- Map out opportunities for external engagement to strategically position and raise the visibility of the programme

3. Amplify stories of change

- Oversee the programme's approach to amplifying positive stories of change from the WISH program and provide greater visibility

4. Other

- Work with the learning team to develop tools for measuring impact of communications efforts and campaigns, to ensure '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 stories of change
- Support any communication needs of new or follow-on program as required

Person specification

Criteria	Essential	Desirable
Qualifications		
Degree in relevant subject area	✓	
Experience		
Demonstrated experience of developing and implementing complex integrated programme communications strategies 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 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 SRHR programmes		✓
Fluency in English (spoken, written, reading)		
Working proficiency in French (spoken, written, reading)	✓	
Ability to travel locally and internationally as required (15%)		✓
Commitment to Do No Harm and Safeguarding principles	✓	
Right to live and 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.

Signed by:	Date:
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