



## JOB DESCRIPTION

IDENTIFICATION	
JOB TITLE	Communications Officer
REPORTING TO	Global Communication Director
DEPARTMENT/UNIT	Global Health Security (GHS) Unit
DURATION OF CONTRACT	Two (2) Years (Renewable)
DUTY STATION	Multiple locations considered, where Amref has physical presence

Amref Health Africa was founded in 1957 and has since grown to become the largest African-based international health development organisation, currently implementing more than 150 programs which directly reach more than 20 million people across 35 countries in Africa. Headquartered in Nairobi, Kenya, Amref has fully-fledged offices in Ethiopia, Guinea, Ivory Coast, Kenya, Malawi, Tanzania, Uganda, Senegal, South Sudan, and Zambia; eleven advocacy and fundraising offices in Europe and North America; and a staff complement of over 1,500.

Our vision is to bring about *'Lasting health change in Africa'*, and our mission is *'To increase sustainable health access to communities in Africa through solutions in human resources for health, health service delivery, and investments in health'*. We believe that the power to transform Africa's health lies within its communities, and therefore strive to ensure that health systems are not only functional but that communities are empowered to hold these systems accountable for the delivery of quality and affordable health care.

### GLOBAL HEALTH SECURITY (GHS) OVERVIEW

Africa continues to face increased Public Health Emergencies including COVID-19, which have a negative impact on the existing public health infrastructure and social economic status of populations. Public Health Emergencies triggered by population growth and movement, environmental changes and occurrence of zoonotic diseases result in increased demand for pandemic-proof health systems. Global Health Security (GHS) seeks to build strong and resilient public health systems to prevent, detect, and respond to infectious disease threats, wherever they occur. The Amref GHS Unit works closely with Africa CDC, Ministries of Health and other development partners to strengthen capacity of health systems to prevent, detect and respond to emerging and re-emerging disease threats on the continent.

### JOB PURPOSE

The Communications Officer will report directly to the Global Communications Director, but will also work closely with the Technical Director, GHS Unit to ensure alignment of the communication roles with the overall project requirements. The position requires a creative thinker with optimal technology skills to provide a range of communications solutions and execute strategies that help elevate visibility of the Amref health security agenda, programs, and partners. The role will collaborate with multi country health security delivery teams, and Amref's communication team to support branding, visibility, and develop communication approaches and compelling content to showcase Amref's contribution to the health security agenda in the region and globally, with a view to increase strategic partnerships. The strategies will include social marketing, global campaigns, technical content development, event planning, leadership messaging, website and social media management, and stakeholder outreach among others.

## PRIMARY RESPONSIBILITIES

KEY AREA	ACTIVITIES
<b>Global Campaigns</b>	<ul style="list-style-type: none"> <li>• Work with the GHS unit and Global Communication teams to develop and implement global campaigns and strategies and monitor their success.</li> <li>• Identify strategic communications campaigns that will help further GHS unit objectives.</li> <li>• Promotion of communications and marketing materials through appropriate digital media channels.</li> <li>• Produce and disseminate social media content to showcase Amref's efforts in health security.</li> </ul>
<b>Visibility</b>	<ul style="list-style-type: none"> <li>• Increase the functionality and strengthening social media presence.</li> <li>• Support the creation of communications material and content that support the GHS brand.</li> <li>• Reach out to influencers, media and beyond in order to arrange story placement on a national and global level.</li> <li>• Respond to media inquiries according to guidelines set and perform media outreach to achieve brand placement in publications.</li> <li>• Work with commitment-makers in the region to promote commitments and amplify GHS success stories from existing commitments.</li> <li>• Provide metrics and analytics that monitor our visibility.</li> </ul>
<b>Internal Communication</b>	<ul style="list-style-type: none"> <li>• Work with the Global Communication team to create internal communications protocols and initiatives that will foster partner morale.</li> <li>• Support the development and dissemination of knowledge and experience through enhanced knowledge products and publications.</li> </ul>
<b>Content Creation</b>	<ul style="list-style-type: none"> <li>• Develop communications and marketing tools, materials and content, including social media content, press releases, annual reports, website content, speeches and blog posts.</li> <li>• Ensure alignment with Amref brand standards in all communication and marketing material.</li> <li>• Ensure consistent language, tone, and branding for all externally facing products and platforms.</li> </ul>
<b>Data Management</b>	<ul style="list-style-type: none"> <li>• Collect, archive and maintain digital media content including photos and videos.</li> <li>• Provide regular updates on the progress of GHS communications work in the region.</li> </ul>
<b>Other Relevant Duties</b>	<ul style="list-style-type: none"> <li>• Deliver on any other any other tasks/projects assigned by the Line Manager.</li> </ul>

## REQUIRED QUALIFICATIONS

### Education and Professional Qualifications

- Bachelor's degree or equivalent standard of education required, preferably in Communications, Marketing, Digital Media, Journalism, Public Relations, or other directly related field

### Required Qualifications and Experience

- 4+ years of relevant experience in designing and executing modern marketing and communications strategies and campaigns
- Strong experience in the use of technology and social media to advance a communications strategy/agenda including Facebook, Instagram, Pinterest, etc

- Up to date on industry trends in communications and knowledge management and able to stay ahead of the latest developments in the industry
- Exceptional communication and writing skills and be able to compose engaging and accurate content
- Knowledge of InDesign, Adobe Photoshop and Illustrator is an asset
- Understanding of communications, public relations and marketing best practices
- Knowledge of national and regional media environment and familiarity with journalist networks preferred
- Experience working in the health development space is an added advantage

### **Knowledge, Skills and Abilities**

- Proactive team player with innovative ideas to inspire content
- Superior time management skills and the ability to juggle multiple projects simultaneously
- Ability to learn and apply new knowledge
- Understands relationship marketing and brand positioning
- Excellent spoken and written English; Proficiency in French and/or Portuguese is an added advantage
- Ability to multi-task

### **Working Environment/Travel**

- Willingness to travel (up to 30%).

The above is intended to describe the general content of and requirements for performance of the position responsibilities. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements nor meant to exclude other duties as assigned.

### **HOW TO APPLY**

Interested? Please visit our website <https://amref.org/vacancies/> to make your application. You will be directed to our online portal where you will need to create an account in order for you to be able to submit your application. Your application should include a cover letter (in English) detailing why you are the best fit for this position and your CV (in English) with relevant skills and experience. Closing date will be **February 23, 2023**. Only shortlisted candidates will be contacted.

*Duly note that Amref Health Africa does not require applicants to pay any money at whatever stage of the recruitment and selection process and have not retained any agent in connection with recruitment. Although Amref may use different job boards from time to time to further spread its reach for applicants, all open vacancies are published on our website under the Vacancies page and on our official social media pages. Kindly also note that official emails from Amref Health Africa will arrive from an [@amref.org](mailto:@amref.org) address.*

*Amref Health Africa is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. Amref Health Africa is an equal opportunity employer and has a non-smoking environment policy.*