



## JOB DESCRIPTION

IDENTIFICATION:	
JOB TITLE:	Senior Communication and Knowledge Manager
REPORTING TO:	Primary Health Care (PHC) Director
DIRECTORATE:	Health Systems Strengthening (HSS)
CONTRACT DURATION:	Three Years Renewable
DUTY STATION:	Amref Health Africa Headquarters, Nairobi, Kenya; as well as partner countries

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 180 programs, reaching more than 40 million people across 35 African countries; and a staff complement of over 2,000. Headquartered in Nairobi, Kenya, Amref Health Africa has offices in ten countries in Africa – Burkina Faso, Ethiopia, Guinea (Conakry), Kenya, Malawi, Senegal, South Sudan, Tanzania, Uganda and Zambia. An additional eleven advocacy and fundraising offices are located in Europe and North America.

Amref Health Africa is driven by its vision of ***'Lasting health change in Africa'*** and its mission ***'To catalyze and drive community-led and people-centred health systems while addressing social determinants of 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.

Health Systems Strengthening (HSS) is integral to health service delivery and responding to health development needs. As a champion of Universal Health Coverage (UHC), Amref Health Africa prides itself in working directly with communities and governments to build strong community health systems. Technical Assistance (TA) delivery and Health Financing are among the critical paths to improving health systems resilience, progressing toward the attainment of Universal Health Coverage (UHC) and more importantly, driving the impact on health outcomes. Amref's goal is to drive the delivery of technical assistance to governments and civil society organizations across Africa, increasing knowledge platforms and thought leadership. Amref Health Africa has mobilized resources to create opportunities for countries and units across the organization to catalyze the provision of innovative technical assistance approaches. To deliver on its mandate the HSS directorate has four main pillars i.e. Health Financing, Reproductive Maternal Child and Adolescent Health [RMNCAH], Primary Health Care, and Social Determinants of Health (SDoH).

### JOB PURPOSE

Amref Health Africa is seeking an experienced professional to provide overall strategic and technical leadership, capacity building and TA in developing and implementing communications and knowledge products strategies to increase the directorate's and

organization's visibility. The candidate will work under the supervision of the Senior Director, Health System Strengthening and in close collaboration with the pillar directors and the HSS team.

## **Primary Responsibilities**

### **Program Management**

- Providing strategic leadership and overarching management of HSS directorate knowledge management objective by leading communication and knowledge management workstreams.
- Advising and collaborating with HSS staff to identify key stakeholders in implementing countries, and projects, assessing challenges and building capacity to enable and empower them to implement evidence-based interventions to increase the knowledge exchange around health initiatives.
- Working with HSS pillar directors and teams to assess knowledge management and mobilization needs of the directorate to increase the sharing and uptake of knowledge, learning and tools in support various programs.
- Influencing and promoting mechanisms to increase the use of evidence for action in the public-private space for the health system strengthening, across disciplines and countries while promoting communication in knowledge products translation.
- Developing and reviewing case studies, policy and advocacy briefs, blogs, and/or other documents for dissemination on a variety of media platforms, working closely with the HSS team
- In collaboration with Amref's M&E team and other country teams developing and executing a communications and knowledge management workplan and approaches
- Ensure monitoring, evaluation, and research findings, lessons learned, and best practices are documented, stored, and shared within the HSS directorate, relevant stakeholders and Amref Health Africa at large
- Overseeing the organization and planning of events and webinars to share project knowledge and learnings, working with Amref's dissemination and learning platforms and other forums, and engaging a diverse set of partners and a wide audience
- Identify and propose knowledge-sharing strategies and tools, including categories and types of knowledge products, their sources of origin, target audience, and dissemination channels
- Providing overall leadership to the communication and knowledge management portfolio and line managing direct reports including supporting work plan development and performance management to ensure team synergy and high-quality technical project delivery in time and budget
- Develop and maintain communication materials that are tailored to the needs and interests of different stakeholder groups
- Facilitate building capacity for knowledge management and use

### **Business Development**

- Identify and develop new opportunities for communication and knowledge management partnerships and collaborations.
- Negotiate and secure funding for communication and knowledge management initiatives.

## **Stakeholder Engagement**

- Develop and implement strategies to engage a wide range of stakeholders, including government officials, donors, media outlets, community leaders, and project beneficiaries.
- Facilitate dialogue and collaboration among stakeholders to ensure alignment and ownership of communication and knowledge management initiatives.
- Build relationships and connections with key stakeholders, including government officials, donors, media outlets, and community leaders utilizing various channels for information sharing, learning, to influence and help shape and advance the communications agenda
- Working with directorate and project staff conduct regular stakeholder engagement activities, such as workshops, meetings, and surveys, to gather feedback and inform program improvement while promoting communication and knowledge management best practices.
- Create relationships and connections utilizing various Review reports and external stakeholder engagement materials and collaborate with MEL to organize learning and knowledge sharing events facilitate knowledge sharing and engagement with a broad range of internal and external audiences
- Liaise with the project team to map high level advocacy elements that must be considered in the Communications and Engagement Plan.
- Provide support in the mobilization and meetings with key stakeholders

## **Special Projects and Initiatives**

- Support leadership in new, high priority efforts as opportunities arise in PHC and related areas
- Perform other relevant HSS interventions in coordination with the supervisor

## **REQUIRED QUALIFICATIONS**

### **Education**

- Master's degree in journalism, Communications, international development, marketing, public relations, Public Health, Social Sciences, or a related field
- Bachelor's degree in journalism, Communications, Public Health, Social Sciences, or a related field
- Training in any of the following areas is an added advantage: health communications, public health and health economics.

### **Professional Qualification and Competencies**

- The ideal candidate will have ten (10) years dedicated experience with progressive responsibilities in communications and knowledge management, 3 of which must be in international sector development working on health
- Possess strong communication skills and fluent in written and verbal English and ability to effectively communicate (orally and in writing) with diverse stakeholders, functions, cultures and levels in the organization
- Possess excellent writing and presentation skills for multiple audiences, (technical and non-technical) particularly informed, non-expert audiences.
- Proven experience in developing and implementing communication and content strategies

- Competent in digital platforms and devices and traditional office applications (Word, Power point and excel);
- Experience maintaining an electronic document repository and/or with using web-based tools to maintain collaboration spaces
- Strong interpersonal skills, ability to work across cultures,
- Strong understanding of communication and knowledge management principles and practices and in innovative communication technologies including social media
- Technically sound in DEIB-focused approaches
- Candidates with fluency in French is desirable.

#### Relevant Certifications

- Certified Communication Professional (CCP)
- Project Management Professional (PMP)

#### Compensation

- This role attracts competitive benefits commensurate with experience

*This is an immediate recruitment with a maximum of two months' notice.*

#### 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 detailing why you are the best fit for this position and your CV with relevant skills and experience. Closing date will be **Monday, 18<sup>th</sup> March 2024**. 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 has 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.*