



JOB DESCRIPTION

IDENTIFICATION	
JOB TITLE	Communications and Advocacy Coordinator
REPORTING TO	Global Coordinator
DEPARTMENT/UNIT	Institute of Capacity Development - Power to You(th) Coordination
DURATION OF CONTRACT	One year (1 yr)
DUTY STATION	Remote

BACKGROUND

Amref Health Africa was founded in 1957 and has since grown to become the largest African-based international health development organization; 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-centered 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.

JOB PURPOSE

Power to You(th) seeks a dynamic and experienced Communications and Advocacy Coordinator to lead the development, implementation, and monitoring of our multi-country external communications and campaign strategies. The coordinator will play a pivotal role in supporting the advocacy efforts of the partnership, particularly in the areas of Sexual and Reproductive Health and Rights (SRHR), gender equality, and youth empowerment.

This role is critical in ensuring that our advocacy and communications efforts resonate across diverse audiences and contribute to meaningful change. The Communications and Advocacy Coordinator will be responsible for maintaining a uniform brand, aligning communication and advocacy messages across countries and partners, and identifying and implementing internal and external opportunities for advocacy and campaigning at the global and regional levels.

S/he will work closely with the Power to You(th) Coordination Lab, which serves as the secretariat and central coordinating body of the program. This lab reports to the Global Coordinator and consists of four key staff members, including the Coordinator, PMEL Coordinator, Communications & Advocacy Coordinator, and Finance Officer.

PRINCIPAL RESPONSIBILITIES

KEY AREA	ACTIVITY	SCOPE DETAIL
External Communications Strategy Campaigning	Maintain, Review, Implement & Monitor External Communications Strategy	Lead the maintenance/review, implementation, and continuous monitoring of the multi-country external communications strategy.
	Promote Meaningful and Inclusive Youth Participation	Ensure the integration of youth voices and perspectives in external communications, creating opportunities for youth-led content.
	Review/Maintain Consortium Branding	Review/maintain and enforce a consistent brand identity across all communication materials and platforms, enhancing visibility and credibility.
	Identify and Leverage Communication Platforms	Identify strategic platforms and opportunities for both internal and external visibility, maximizing outreach potential.
	Guide Adherence to Brand Guidelines	Provide ongoing support to consortium and technical partners to ensure consistent application of brand guidelines.
	Facilitate Communication Technical Working Group (TWG)	Coordinate and/or chair monthly TWG meetings, set agendas, encourage active participation, and utilize innovative tools (e.g., Jamboard, Mentimeter, Polls, Surveys).
	Crisis Communications	Co-develop and implement crisis communication strategies, ensuring preparedness for any public relations challenges. There is a need to employ ethical storytelling, particularly when dealing with sensitive topics like SRHR, ensuring that communications respect the dignity and privacy of all individuals involved.
	Budgeting	Forecasting and aligning budget with strategic priorities.
	Develop and Execute Digital Campaigns	Co-create innovative digital campaigning strategies that engage diverse audiences across international platforms.
	Amplify Campaigns Across Regions	Co-create avenues to strengthen the capacity of Country Management Teams (CMTs) to elevate national campaigns to regional and global platforms.
	Coordinate Multi-Partner Campaign Planning	Facilitate collaboration among consortium partners to ensure cohesive and aligned campaign strategies across all regions.
	Monitor and Adjust Campaign Strategies	Continuously monitor campaign performance and adapt strategies to enhance engagement and effectiveness.

Advocacy Support	Support Implementation of Advocacy Opportunities	Support the Lobby and Advocacy TWG in executing regional and global advocacy initiatives
	Facilitate Cross-Partner Collaboration	Ensure seamless communication among consortium partners, technical partners, and CMTs on advocacy efforts.
Content Creation	Develop Multilingual Communication Materials	Create engaging content in multiple languages (English, French, Bahasa Indonesia), translating complex data into compelling content.
	Produce a Variety of Communication Outputs	Develop diverse materials including infographics, blogs, motion graphic videos, social media posts, reports, podcasts, and campaign toolkits.
Workshops and Training	Plan and Execute Global Communications Workshops	Organize/lead annual global communications workshops (virtual or physical depending on available budget) to enhance synergy, capacity building, and knowledge exchange among colleagues.
Leading Others	Manage the consultants supporting the role	This includes the digital communications consultant, the graphic designers and the web developers. Ensuring that their documentation and contracts are up to date and curating reports
Digital Advocacy	Manage Digital Platforms	Oversee the management of the PTY website, social media channels, and amplify e-newsletters to amplify country-level impact to external audiences.
	Innovation	Exploration and integration of new technologies (e.g., tools for digital marketing, data analytics for targeted campaigning) to stay ahead in the field.
Profiling and Representation	Showcase PTY at International Conferences	Lead efforts to profile PTY initiatives and community impact stories at international conferences (e.g., CSW, Women Deliver, UNGA, etc).
	Reporting and Documentation	Producing regular reports, documenting progress, challenges, and lessons learned, and ensuring knowledge management of communication products.

Additional Specific Expectations:

- **Strategic Leadership:** The Communications and Advocacy Coordinator is expected to lead with strategic foresight, ensuring that all communications and advocacy efforts are well-coordinated, forward-thinking, and adaptable to emerging trends and challenges in SRHR.
- **Capacity Building:** Focus on capacity building within the consortium and among Country Management Teams, equipping all stakeholders with the knowledge and tools needed for effective communication and advocacy.
- **Innovative Thinking:** Bring creativity and innovation to all aspects of the role, particularly in digital campaigning and youth engagement, to ensure Power to You(th) remains at the cutting edge of global advocacy and communications.

- **Collaborative Approach:** Work closely with multiple partners, requiring excellent collaboration skills and the ability to navigate complex, multi-stakeholder environments. This includes working across different time zones and cultures to maintain alignment and effectiveness.
- **Performance Monitoring:** Regularly assess the effectiveness of communication and advocacy strategies, using data and feedback to refine approaches and report on progress to the Global Coordinator and other stakeholders.

REQUIREMENTS

Education and Knowledge

- Advanced Degree in Communications, International Relations, Social or Political Science, Business, Journalism, or related fields is required.
- Strong understanding of international development and complex multi-partner programs is desirable.

Experience

- Minimum of 3 years of experience in communications and/or advocacy.
- Proven track record in developing, implementing, and monitoring global or national external communication strategies.
- Experience in meaningful and inclusive youth participation and engagement (MIYP).
- Proof of past original work is required (Original Portfolio).
- Experience managing, monitoring and reporting on communication budgets is a must.
- Proven track record managing a team and executing campaigns.
- Candidates who have prior experience working with the Power to You(th) program are strongly encouraged to apply.

Skills and Competences

- Ability to conduct advocacy activities on international platforms.
- Proficient in designing communication products using Adobe, Canva or other design platforms.
- Strong knowledge of social media systems and interactive tools (Facebook, Twitter, Instagram, YouTube, TikTok, etc.).
- Excellent written and verbal communication skills in English; French and Bahasa Indonesia language skills are desirable.
- Passionate about youth in all their diversity.
- Collaborative, flexible, and positive with an energetic attitude.
- Creative thinker with the ability to work across different time zones and adapt to a dynamic environment.

WORK ENVIRONMENT

- 20% of the Job holder's time may require travelling.

HOURS OF WORK

- Normal Working Hours. **[As per the candidate's time zone]**. Job holder may be required to work outside normal working hours due to the nature of the work in general

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 **4th October 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 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.