



JOB DESCRIPTION

| JOB DESCRIPTION | |
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| Job Title | Communications Officer |
| Reporting To | Country Manager |
| Department/Unit | Programmes |
| Duration of Contract | Two Years (Renewable) |
| Duty Station | Lusaka, Zambia |

1. ABOUT AMREF HEALTH AFRICA

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 programmes, 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 catalyse 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.

In Zambia, Amref is registered as a local organisation since 2016. Amref Zambia is affiliated to Amref headquarters in Nairobi, Kenya. Amref Zambia is also linked with [Amref Health Innovations](#) (AHI), [Amref International University](#) and [Amref Flying Doctors](#).

Amref was **locally registered in 2016** and has since collaborated with the Government of the Republic of Zambia in designing and implementing **innovative health development programmes** across the country in health workforce, health financing, maternal, newborn and child health, and health security. The organisation has physical presence in 4 provinces and a programmatic presence across the country.

2. ABOUT THE ROLE

The Communications Officer will be responsible for the communication role of the Amref's *Learning for Life (L4L): Building a Resilient and Responsive Health Workforce* in Africa programme in Zambia. This is a 4-year programme in partnership with the Mastercard Foundation, that sits in Amref's Institute of Capacity Development (ICD), and that will be implemented in Kenya, Senegal and Zambia during this first phase. The estimated ratio of health workers per population in Africa is 11.2 workers per 10,000 people, far below the World Health Organisation (WHO) recommended ratio of 44.5. It is estimated that the global shortage of health workers will increase from 12 to 18 million by 2030 – which translates to a shortage of six million health workers. Africa also has the world's fastest growing population, which presents governments and policy makers with opportunities and challenges to

ensure sufficient livelihood opportunities for its young population. To address these challenges and accelerate the current Universal Health Coverage (UHC) gains, Amref is implementing this innovative, multi-country, multi-million-dollar programme with the ultimate aim of contributing to increased and sustainable job creation within primary health care (PHC) sectors across Africa.

S/he will report directly to the Country Manager, but will also work closely with the Programme Manager to ensure alignment of the communication roles with the overall projects' requirements. S/he is required to be a creative thinker with optimal technological skills to provide a range of communications solutions and execute strategies that help elevate visibility of the Amref health Africa in Zambia's agenda, programs, and partners. S/he will collaborate with the country office 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 agenda in the Country, region and globally, with a view to increase strategic partnerships. The strategies will include social marketing, campaigns, technical content development, event planning, leadership messaging, website and social media management, and stakeholder outreach among others.

3. ABOUT YOU

You are a creative communicator who thrives in dynamic and innovative environment, and brings a blend of strategic thinking, adaptability, and a passion for innovation. You will play a key role in developing and implementing innovative strategies to enhance project visibility and impact. We are seeking someone with a knack for crafting compelling messages and utilizing new technologies to reach diverse audiences effectively. You are proactive, resourceful, and excited to contribute fresh ideas to communication initiatives.

4. PRINCIPAL RESPONSIBILITIES

Global campaigns

- Support the development and implementation of a communication networking strategy
- Identify strategic communications campaigns that will help further Amref Health Africa in Zambia vision and mission.
- Promotion of communications and marketing materials through appropriate digital media channels.
- Produce and disseminate social media content to showcase Amref's efforts in Zambia

Visibility

- Increase the functionality and strengthening social media presence.
- Support the creation of communications material and content that support the Amref Health Africa in Zambia.
- Reach out to influencers, media and beyond in order to arrange story placement on a national and global level.
- Respond to media inquiries according to guidelines set and perform media outreach to achieve brand placement in publications.
- Work with commitment-makers in the region to promote commitments and amplify the success stories from existing commitments.
- Provide metrics and analytics that monitor our visibility.
- Produce fundraising materials in collaboration with the Business Development and MEL Managers.

Internal Communication

- Work with the Global Communication team to create internal communications protocols and initiatives that will foster partner morale.
- Support the development and dissemination of knowledge and experience through enhanced knowledge products and publications.
- Provide recommendations to senior management staff on media strategies, public statements, and other information matters

Content creation

- Develop communications and marketing tools, materials and content, including social media content, press releases, annual reports, website content, speeches and blog posts.
- Ensure alignment with Amref brand standards in all communication and marketing material.
- Ensure consistent language, tone, and branding for all externally facing products and platforms.

Data Management

- Collect, archive and maintain digital media content including photos and videos.
- Share quarterly updates regarding program activities and success stories with key stakeholders

Capacity building and support role

- Strengthen communication capacity among key program staff
- Provide technical guidance on documenting project activities and events
- Support Country Director Office in its engagements with the Regional and Global partners to organize content and documentation
- Deliver on any other any other tasks/projects assigned by the Line Manager.

5. EDUCATION, EXPERIENCE & ABILITIES

Education and Experience

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

Knowledge, Skills and Abilities

- 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

- 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

6. 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 27th May 2024. Please note that applications will be reviewed on a rolling basis, and early submissions are encouraged.** 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.