



Organization	Regional Education Learning Initiative Africa (RELI Africa)
Position	Regional Communications Officer
Location	Nairobi, Kenya, with travel to Uganda and Tanzania
Date of Advert	Monday 20 th March 2023
Closing Date	April 7 th , 2023
Start Date	April 2023
Reports to	RELI Africa CEO

About RELI Africa Network

RELI Africa is a peer learning initiative and policy influencing network comprising over 70+ organisations in Kenya, Uganda and Tanzania. The network brings together a diverse, energetic, and impactful group of members from across East Africa working to ensure inclusive learning for all children in East Africa by leveraging local knowledge and expertise to influence education policy and practice. RELI members are local education organisations and individuals in the East African region, working for the most vulnerable children.

About the Regional Communication Officer

Reporting to the CEO, you will be tasked with the successful implementation of the RELI Africa communications strategy and plans for the RELI projects by ensuring the right content is sought, developed, and distributed to relevant audiences. The role will contribute to the building of a progressive communication culture that supports RELI's internal and external communication strategy and creating an integrated organization with a strong brand identity shared across all staffs and programs. You will collaborate with program teams in Regional and Country chapters to create high-quality and engaging content, such as videos, photos, and written material.

In addition, you will be an active member of the team, contributing to internal knowledge sharing, best practice development and team engagement. This is a great opportunity to use your existing team engagement and technical skills, while growing your capabilities within a rapidly growing organisation.

Minimum Qualifications and Experience Requirements

- Bachelor's degree or equivalent in Public Relations, Communications, Journalism, Marketing, or a related field. A master's degree will be an added advantage.
- Minimum 6 years' professional experience working in development communications.
- Experience working with communication for an NGO/INGO or similar.
- Experience working with different media platforms, digital, social media, printed etc.
- Experience in photography and filming.
- Advanced written and spoken knowledge in professional English.
- Experience working with Adobe Creative Suite.
- working skills including use of software like canva among others
- Experience working with WordPress and mail chimp.
- Knowledge of media monitoring will be an added advantage.
- Established network and capacity to maintain strategic relationships with media and partners.
- Experience producing content for external and internal audiences.
- Ability to work independently with high level of confidence and confidentiality.
- Membership or affiliation to a relevant professional network.

Personal Skills

- Planning and Organization skills
- Problem solving
- Attention to detail
- Fostering teamwork
- Communication

Competencies

- Strong communication and interpersonal skills: demonstrated ability to work effectively across and within a large, complex non-profit organization, both laterally and vertically, and diplomatically communicate with a variety of people in a multi-cultural environment.
- Excellent organizational skills: the ability to work independently in a fast-paced, detail-oriented environment and efficiently organize the workflow of a fast-paced team.
- Proven attention to detail: the ability to track and process multiple details simultaneously and accurately.
- Strong analytical, editorial and report writing skills as well as excellent presentation and facilitation skills.
- Flexible work attitude: the ability to work productively in a team environment and independently.
- Trustworthy with an ability in maintaining confidential information.
- Solid writing and editing skills: the ability to draft and edit professional documents and correspondence in English.
- Strong computer skills: ability to work effectively and accurately with MS Outlook, Word, Excel, PowerPoint, and to adapt to new applications.
- Willingness to travel extensively within the country and across the East African region, work extended periods in the field and interact effectively with partners and willingness to learn new approaches.

Key Responsibilities

STRATEGY IMPLEMENTATION (20%)

- Support the development of RELI's communication strategy and plan in line with the organizations vision and mission.
- Lead the implementation of the communications plan, providing support to staff and building capacity.
- Commission and work with designers to develop infographics, video, and audio as the need arises.
- Write, edit, and distribute content including publications, press releases, website content, annual reports, and speeches that communicate RELI's outcomes.
- Support the CEO in running the communications portfolio of RELI working with Country Coordinators in Kenya, Uganda, and Tanzania.

MEDIA MONITORING & SOCIAL MEDIA ENGAGEMENT (30%)

- Regular Media monitoring pertaining to issues of interest and concern to RELI members.
- Establish social media discussion forums for RELI initiatives and activities, including those of the policy dialogues.
- Support in drafting and implementing social media strategies.
- Play an active role to drive social media traffic and increase online engagement.
- Oversee and regularly update the website and all social media feeds.
- Establish and maintain an effective relationship with media stakeholders and maintain a media database.
- Monitor & track online mentions and engagements of all RELI activities.
- Maintain records of all communication platforms (social media, website, media coverage and collate analytics and metrics).
- In collaboration with the program team, support the documentation of best practices, success stories, and overall organizational annual digital success story booklet.
- Develop and submit quality and timely weekly, monthly, and quarterly reports, media reports and publications.

DISSEMINATION & OUTREACH (20%)

Contribute to relevant content development for the organization by:

- Writing and publishing blog articles on organizational events and activities as well as current affairs that relate to RELI's projects and focus areas.
- Communicate the work of the RELI Africa through production of quality advocacy and branding materials, including quarterly newsletters, donor reports, press releases, briefing notes, blogs, Human Interest Stories, picture stories and videos.
- Assist staff with the tracking, formatting, and archiving reviews and other media.
- Support capacity enhancement of the RELI staff to communicate on their work.
- Support staff in writing and packaging stories.
- Develop RELI's monthly e-bulletin.
- Assist in the production of bulletins, press releases and awareness creation materials for advocacy.
- Assist in the development of comprehensive media toolkits for all press releases.
- Prepare social media packs for flagship events, initiatives, and campaigns.
- Edit all program reports and other knowledge products for external communications and present for approval by the CEO.

COORDINATION & LOGISTICS (20%)

- Attend RELI meetings and provide coverage as required.
- Assist with the coordination and logistical preparation for all RELI events and activities.
- Ensure quality documentation of project activities and events through quality photography and videography.
- Assist in production of capacity building communication material e.g. toolkits, publications, documentary, etc.
- Develop budgets and undertake budget monitoring and controls related to the communications docket.

BRANDING & DESIGN (10%)

- Overseeing communication and branding of the RELI and the layout and design of publications
- Develop a branding manual and ensure consistency across all internal and external communication platforms.

Submission of Interest

Interested candidates who fully meet the above criteria are invited to send their applications to jobs@ziziafrique.org copying reli-kenya@ziziafrique.org along with the following:

- i. Cover letter (indicating interest and past experiences from similar projects)
- ii. An updated Curriculum Vitae (with references)

Applications are to be submitted **on or before 1700 (EAT) on 07th April 2023**. The subject of the application letter or e-mail should read **'RELI Africa Regional Communications Officer** and the Cover letter should be addressed to:

Regional Education Learning Initiative (RELI)

C/O The Executive Director,

Zizi Afrique Foundation

NAIROBI, KENYA

Only e-mail applications will be accepted. Incomplete applications will not be considered, and only successful candidates will be contacted. Any form of canvassing will lead to automatic disqualification.

Regional Education Learning Initiative is an equal opportunity employer.

