

Twaweza Job Description

Job Title: Senior Advisor, Communications
Salary Grade: 8A
Reports to: Executive Director
Supervises: Program Officers, Interns, Consultants
Location: Tanzania
Start Date: 1 October 2018

Overall Responsibility:

You will be responsible for strategic guidance on the effective and imaginative communication and advocacy of Twaweza in East Africa consistent with its 2015-18 Strategy and theory of change. You will be overall responsible for the quality and timely delivery and distribution of all Twaweza outputs, including design, editing, development, production of all Twaweza branded communication materials.

Specific Responsibilities:

1. Develop communications and advocacy strategies that distinguish between different audiences for all of Twaweza across East Africa; continually review and update them for increasing impact.
2. Develop and foster high quality standards and guidelines for Twaweza communications and advocacy across different media and formats; develop deeper internal understanding of what constitutes effective communication.
3. Ensure that Twaweza staff write, edit and produce high quality communication materials, including website and social media content, and support effective communication of these across key audiences.
4. Ensure that all Twaweza materials (papers, briefs, power point presentations, etc.) in English and Kiswahili are quality assured to meet Twaweza standards and effectively promote the image and objectives of the organization.
5. Develop and manage an effective physical and virtual materials distribution system, in close collaboration with relevant units and partners.
6. Ensure that all Twaweza websites are integrated into one effective organizational website and that both its English and Swahili version is regularly updated, accurate, compelling and functional; liaise with website developers and tech support as needed;
7. Ensure that Twaweza develops, engages and maintains an effective social media presence, including through Facebook, twitter, blog posts where possible, and other means as appropriate.
8. Safeguard and promote Twaweza's brand and brand guidelines in a manner that reflects Twaweza's one organization identity and core values.
9. Develop and maintain good links with the media; support press conferences, launches and other engagements with the media.
10. Advise on and support the communications and advocacy work across all of Twaweza's Program units and Learning, Monitoring and Evaluation unit; where practicable support partners to document and publish their work and lessons.
11. Upon request, support the Executive Director and Senior Management Team in communication and representation needs.
12. Working closely with the LME unit, develop effective ways to gather, analyze and use feedback to improve communications.

General Responsibilities:

1. Successfully implement above responsibilities and assigned activities in work plans and budgets, consistent with Twaweza Policies.
2. Contribute effectively to planning, monitoring, reporting and information dissemination of Uwezo's/Twaweza's work.
3. Collaborate with Twaweza staff across units and countries in a spirit of mutual respect and cooperation to get things done.
4. Communicate your work through active use of internal platform (SalesForce), electronic calendar (Gcal) and being accessible on electronic chat (Skype) as per Twaweza requirements.
5. Participate actively in organization-wide learning and other joint activities.
6. Comply with and foster adherence to the established Twaweza values, policies, regulations, guidelines and procedures.
7. Undertake any other lawful tasks as may be assigned by your Supervisor and/or Executive Director.

Core Qualifications:

1. At least five years' experience in communications, including developing and managing large communications programs across different contexts;
2. A Master's level university degree in a relevant field;
3. Excellent writing and communication skills in English and Kiswahili;
4. Solid understanding of the Twaweza issues of citizen engagement, governance and service delivery
5. Very good management skills, ability to coach, enthuse and manage self and team to liaise closely across the organization and produce high quality work on time;
6. Strong analytical and organizational skills; a keen eye for detail;
7. High computer proficiency including web-based applications; ability to make data and reports visual and accessible preferred;
8. Flair for working with visual materials; a powerful creative eye;
9. Keen understanding of traditional media, social media and uses of new technologies for communication in East African context;
10. Ability to be on top of issues and deliver quality on time.