

Twaweza Job Description

Job Title: Manager, Content Production

Salary Grade: 8

Reports to: Director, Engagement and Advocacy

Supervises: Communications Officers for Tanzania, Kenya and Uganda, and Consultants

Location: based in the respective country

Start Date: as soon as possible

Overall Responsibility:

You will be directly responsible for the production of all Twaweza public-facing content in all three countries of operation. You will be responsible for ensuring Twaweza creates high quality powerful content that contributes directly to our strategic outcomes. You will oversee a range of outputs from reports to films and work to continually improve the sector's understanding of how to create effective content. You will have an eye for quality in design, attention to detail in editing and a strategic approach to format, form and content of all outputs.

Specific Responsibilities:

1. Oversee the development of all Twaweza content including research briefs, recommendations, presentations, flyers and multimedia products
2. Develop and foster high quality standards and guidelines for Twaweza communications materials for different stakeholders
3. Develop deeper internal understanding of what constitutes effective content, what messages are most persuasive, and what formats by which to effectively reach different audiences
4. Working closely with the Learning and Strategy unit, develop effective ways to gather, analyze and use feedback to improve content across Twaweza
5. Understand and develop Twaweza research findings and policy positions and effectively convey them to identified audiences in a way that garners attention and respect
6. 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.
7. Ensure that an effective physical and virtual materials archive system, is developed and maintained
8. Ensure Twaweza maintains an effective digital presence
9. 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
10. Safeguard and promote Twaweza's brand and brand guidelines in a manner that reflects Twaweza's one organization identity and core values
11. Advise and directly support Twaweza partners to develop persuasive communications materials

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 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 (can be substituted with experience of an additional five years);
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.