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| **JOB TITLE: Communication and Media Officer** | |
| **TEAM/PROGRAMME:** RPU  support the activities of the ACERWC | **LOCATION:**  **Maseru-the Kingdom of Lesotho** |
| **GRADE**: TBC | **CONTRACT LENGTH: 3yrs** |
| **CHILD SAFEGUARDING:**  Level 3 the role holder will have contact with children and/or young people *either* frequently (e.g. once a week or more) or intensively (e.g. four days in one month or more or overnight) because they work in country programs; or are visiting country programs; ore because they are responsible for implementing the police checking/vetting process staff. | |
| **Role Purpose:**  The African Committee of Experts on the Rights and Welfare of the Child (ACERWC) is a human rights organ of the AU with the mandate to promote and protect the rights and welfare of children in Africa. The Committee was established by the Organization of African Unity (OAU), now the African Union (AU), by virtue of Article 32 of the African Charter on the Rights and Welfare of the Child (The African Children’s Charter) to monitor the implementation of the Charter.  To support the delivery of the mandate of the ACERWC, the ACERWC invites qualified and competent applicants to submit application for position of Communication and Media Officer to support the implementation of the communication and advocacy strategy as well as provide inputs into the design, management and implementation of the communication activities which are geared to influence the development agenda, promote public and media outreach and mobilise support for the programmes of the ACERWC.  In this regard, Save the Children International through a support of the Africa Children’s Charter Project (ACCP) is collaborating with the ACERWC to hire a qualified individual officer to assist the undertakings of the above-mentioned Working Group. | |
| **SCOPE OF ROLE:**  **Reports to:** The officer will work under the direct supervision and guidance of the Executive Secretary of ACERWC**.**  **Dimensions:** The Communication and Media Officer to support the implementation of the communication and advocacy strategy as well as provide inputs into the design, management and implementation of the communication activities which are geared to influence the development agenda, promote public and media outreach and mobilise support for the programmes of the ACWERC  **Number of reports:**10 solid line/direct RO reports (Technical Advisors, MEAL Manager, Knowledge and Learning Coordinator, Senior Resource Mobilisation Manager)  12 Country Office PDQ Director dotted line reports (who have solid reporting lines to their Country Directors) | |
| * Digital Strategy Development:Develop and execute comprehensive digital communication strategies aligned with the organization's goals. Monitor and analyze digital trends and technologies to optimize digital communication efforts. * Content Creation and Management: Create, curate, and manage engaging content for digital platforms, including social media, websites, and email campaigns. Ensure content is aligned with the organization’s brand and messaging guidelines. * Social Media Management: Oversee social media accounts, including content scheduling, audience engagement, and performance analysis. Develop strategies to grow social media presence and improve interaction with target audiences. * Website Management: Maintain and update the organization’s website, ensuring content is current, relevant, and engaging. Work with web developers to troubleshoot issues and enhance website functionality. * Publications and Documentation: design and production of newsletters, brochures, reports, and other communication products. Coordinate the production and dissemination of the organization’s annual report. Maintain a photo and video library to document the organization’s work and impact. * Media Relations: Build and maintain relationships with media outlets, journalists, and influencers. Draft and distribute press releases, media advisories, and other press materials. Coordinate press conferences, interviews, and media briefings. Monitor media coverage and ensure timely response to media inquiries. * Multicultural and Multinational Engagement: Work effectively in a multicultural and multi-ethnic office environment. Develop content and communication strategies that resonate with diverse audiences. * Reporting and Analytics: Generate regular reports on digital communication activities and performance metrics. Use data insights to refine strategies and improve results. * Collaboration: Work closely with internal teams and stakeholders to ensure cohesive communication strategies. Coordinate with external partners and vendors as necessary. * Undertake any other tasks assigned by the Executive Secretary | |
| **SKILLS AND BEHAVIOURS**  **Accountability:**   * Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values * Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved   **Ambition:**   * Sets ambitious and challenging goals for themselves (and their team), takes responsibility for their own personal development and encourages others to do the same * Widely shares their personal vision for Save the Children, engages and motivates others * Future orientated, thinks strategically   **Collaboration:**   * Builds and maintains effective relationships, with their team, colleagues, members and external partners and supporters * Values diversity, sees it as a source of competitive strength * Approachable, good listener, easy to talk to   **Creativity:**   * Develops and encourages new and innovative solutions * Willing to take disciplined risks   **Integrity:**   * Honest, encourages openness and transparency | |
| **Qualifications**  **Education:**   * At least a Bachelor’s degree in Communication, Journalism, Computer Science, or a related field.   **Experience:**   * + Minimum of five years of experience in digital communications and digital marketing.   + Experience working with international organizations will be advantage.   + Experience in a multicultural and multi-ethnic office environment.   **Technical Skills**:   * Proficiency in content creation and editing tools including Canva, Adobe Premiere, DaVinci Resolve, Adobe After Effects, Photoshop, Illustrator, and InDesign. Handle videography and photography tasks as needed.   **Proficiency in Videography and Photography:**   * Videography Skills: Demonstrated ability to plan, shoot, and edit high-quality video content for various digital platforms. This includes proficiency in operating video cameras, lighting equipment, and audio recording devices. Experience with video editing software such as Adobe Premiere, DaVinci Resolve, and Adobe After Effects is essential for producing polished and engaging video materials. * **Photography Skills:** Expertise in capturing and editing professional-grade photographs to enhance the organization’s visual content. This includes proficiency in using digital cameras, understanding composition, lighting techniques, and color correction. Experience with photo editing tools like Adobe Photoshop and Adobe Lightroom is required for producing visually compelling images that align with the organization’s brand. * **Creative Vision:** Ability to conceptualize and execute creative visual content that effectively communicates the organization’s messages and engages its audience. This includes having a keen eye for detail, creativity in framing shots, and the ability to adapt to different styles and formats based on project needs. | |
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