



[Senior Communications Coordinator] - Role profile

Location	Abuja	Department	International
Reports to (Job Title)	Head of Programmes	Salary Band	Choose an item.
Matrix manager (if applicable)	NA	<u>Competency level</u>	2

Role definition

Role purpose

To manage the strategic and social behaviour change communications efforts of the Nigeria country programme. The role holder will lead the development and execution of the strategic communications strategy of the country programme (and large-scale institutional donor-funded projects), ensuring to raise Christian Aid's profile among key stakeholders in Nigeria, support the policy and advocacy priorities and facilitate sustainable behaviour change to support individual programme objectives. The role manages branding, serves as a spokesperson for the organisation where required, provides technical guidance and oversight for the inclusion of behaviour change programming across the three programme areas – Health and Human Development, Democracy and Good Governance and Humanitarian and Sustainable Livelihoods. The role holder will also provide technical support for campaigns, awareness raising, support to partners.

Key outcomes

- A content plan is maintained and reviewed regularly to guide the use of existing communication content and ensure that future communication materials (case studies, reports, newsletters and films etc) are developed in a timely and effective way for regular publication, key country programme events in line with the organizational brand.
- Work collaboratively with all project teams to ensure necessary program planning, development of learning events, policy papers, resource availability and management activities function smoothly and efficiently with high quality communication materials produced and properly disseminated through the best channels.
- Provide strategic leadership and management of the communication team while developing and implementing an effective communication plan that helps to raise awareness and provide specific behavioural expertise into identified projects as may be required.
- Working closely with staff to identify newsworthy stories for traditional and online media while ensuring regular content on all social media platforms (Facebook, Twitter, Instagram). Pitching stories to national and regional media, writing press releases, features, articles, op-eds and blogs, often to tight deadlines.
- Regular monitoring and report on communications performance metrics- (brand adherence through external communication, impact of marketing and promotional materials among communities and stakeholders) for the country programme in line with the country strategic result on communication
- Carrying out any other duties commensurate with the general level of responsibility of the post

Role agility

Expected travel per annum Occasional travel **On call/unsocial hours** No

Surge capacity for emergency responses No

In order to respond to ever changing demands within the environment, Christian Aid operates within an agile framework (both in workforce and operational) that requires from all employees, a high level of responsiveness and adaptiveness to processes and structures making flexibility and a project based working approach the norm. To sustain this system, managers may/will agree further details of specific tasks and duties as part of the performance agreement. Any reasonable duty may be assigned that is consistent with the nature of the job and its level of responsibility, and employees may be required to change the focus of their role from time to time.

Role context

The role works within the Nigerian Country team and will be lined managed by the Head of Programme, working with the different project and technical leads as well as workstream leads across the country programme to ensure proper and adequate communication activities in-line with CA Communication strategy/guidelines using different platform and modalities. Develop and adapt approaches to disseminate programme results and impact to communities, partners, government and other development actors.

Role requirements

Relationships

External The role holder may have contact with partners (NGOs & CBOs), communities, government and other development actors.

Internal The role will work with communication unit that he/she leads and by extension the wider country office

Decision making

The ability to make strategic decision and relevant day to day guidance to team for effective complementarity of the country programme expected milestones smooth running of the partnership and programmes.

Budgetary/savings responsibility NA
NA

Analytical skills

Analytical skills desirable to perform strategic and day to day communication activities

Developing self and others

Number of Direct reports 2

Overall people management responsibility 4

Ability to take initiative, be self- motivated and build capacity of team as may be required to deliver on expected results.

Role related checks

Child protection clearance Not required **Counter terrorism screening** Not required

Person specification			
Applied skills/knowledge and expertise			
Essential			
<ul style="list-style-type: none"> • Education to degree level or equivalent in Mass Communication, Development Communication social sciences or its equivalent • Good editorial skills, high proficiency in written/spoken English and ability to translate complexities into material that is compelling, jargon-free and accessible • Significant working experience in similar position with an INGO • Excellent time and project management skills, coupled with high level of multi-tasking and situational awareness • Basic understanding of document and data base management • Proficient with all MS application- Intermediate to advanced level • Substantial knowledge of supporting programmes and programme staff in international and national agencies • Good interpersonal, communication skills and team building 			
Desirable			
<ul style="list-style-type: none"> • Familiarity in working with faith-based institutions in Nigeria • Post graduate qualification or equivalent in journalism and communication • Experience with working with a project management software and other communication related tools 			
Digital/IT competencies required			
Word, Excel, PowerPoint	Intermediate	Web content design & development	Basic
Internet based collaboration tools and video calling	Intermediate	Social Media	Intermediate
Data Visualisation	Intermediate	Graphic design, video & audio production	Intermediate
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