

JOB DESCRIPTION

COMMUNICATION OFFICER – CENTER FOR FOOD & ADEQUATE LIVING RIGHTS (CEFROHT)

PURPOSE OF THE POSITION

The communication officer is tasked to implement communication strategies to promote the organization's mission, programs, and impact. The position requires planning and creating all communication materials, managing the organization's brand strategy and visibility, as well as leading the documentation of program activities for CEFROHT. These tasks require creativity in design and production, the ability to play a leading role in all communication-related activities, and the ability to work closely with different teams at the field level, program/project officers/coordinators to collect content at community, national, regional and global level.

SCOPE

The position is key to CEFROHT's ability to coordinate and advance legal-policy advocacy, campaigns, partnerships and communications in the 3 organizational thematic areas of; Sustainable access to justice for Adequate Living Rights, Food Law and Policy for Health Diets and Prevention of NCDs as well as Agro-ecology towards a Sustainable local food system to ensure that laws, policies, practices, social and norms comply with the right to food, nutrition, public health and economic wellbeing of communities and also comply to human rights principles. It is a dynamic position that includes communications responsibilities with a strong connection to CEFROHT's programmatic work and mission.

This position reports to **the Head Advocacy and Partnership Program**

Key Result Areas:

Communication Planning, Management, and Implementation

- Provide leadership in the development of plans and budgets for communication.
- Provide leadership in achieving the objectives of communication.
- Review and ensure alignment of communication priorities, strategies, and plans to the organizational strategies, plans, and campaigns.

- Ensure quality implementation of all communication strategies and plans.
- Ensure learning and impact are documented most effectively, demonstrating value for money.

Communication:

- Manage and ensure consistent branding and visibility in all platforms, including print and digital materials.
- Lead in story, photo, and video development that support overall visibility including planning, scripting, actual collection of photos and videos on site, and editing them.
- Support the development, editorial, design, and production of high-quality, effective print, electronic, web, and video communications, including the organization's annual survey and reports, donor reports, brochures, photobooks, and newsletters.
- Provide technical assistance and editorial support to field teams in the production of a wide range of regular reporting requirements, including 'Success Stories' highlighting program activities and achievements.
- Build the capacity of the field teams on basic communication skills such as writing success and need stories, photography, and videography to enhance their reporting skills.
- Document program activities, events, program interventions, outcomes, and impact.
- Support in the production of Social Behavior Change and Communications (SBCC), content such as videos, posters, and messaging.
- Implement the CEFROHT communication plan alongside programs.
- Produce an internal communication newsletter every quarter and a photobook every year highlighting program impacts during the period.
- Produce high-quality videos to promote our work online (website, X, Facebook, YouTube, Instagram).
- Researching, preparing, fact-checking, editing, and producing professional media and communications materials for various audiences and ensuring their timely dissemination and amplification via CEFROHT and non-CEFROHT communications channels at the country level and, where appropriate, globally.
- Maintaining a prominent position in the news. This includes initiating and drafting briefing notes for dissemination by CEFROHT, preparing press releases, fact sheets, press lines, and social media outputs.
- Maintain an up-to-date database of journalists and media organizations, respond to media enquiries on deadline, and build dialogue with individual journalists, editors, and news desks.
- Liaise with IT to maintain the CEFROHT learning portal/database

Education:

- Bachelor's degree in journalism, Media, Communications, Public Information, International Relations, or related field from an accredited academic institution with a minimum of three years of relevant professional experience.

Essential Experience:

- Experience in digital communications and social media
- Experience in corporate writing and editing.
- Experience with donor/partner visibility activities.
- Experience in legal advocacy communications
- Experience in the best practices of main social media channels, including X, Facebook, Instagram, LinkedIn, TikTok, etc.

Essential Skills:

- Strong interpersonal skills and ability to work effectively and harmoniously with colleagues from diverse backgrounds.
- Excellent writing skills
- High level of professionalism and ability to work under pressure and adhere to strict deadlines in a complex and vast changing environment.
- Demonstrated gender awareness and gender sensitivity.
- Professional in English, both written and spoken.
- Understanding the use of legal and human rights mechanisms in advancing adequate living rights.
- Excellent communication skills, including social media and multimedia skills, plus strong interpersonal skills.
- Excellent command of English (written, oral, comprehension), including highly developed drafting skills.
- Excellent computer skills (MS Word, Excel, and PowerPoint essential), and experience working with multimedia tools (i.e., broadcast and video or radio technology, social media)
- Very effective at multi-tasking;
- Interacts effectively with all levels of the organization, including senior management;
- Consistently approaches work with energy and a positive, constructive attitude;
- Identifies opportunities and builds strong relationships with clients and partners.
- Excellent organizational skills, ability to determine priorities, and attention to detail are a must.

