



Job Description – Communications Expert

TITLE: Ethiopia Communications Expert

LOCATION: Addis Ababa

COMMITMENT: Full-time

COMPENSATION: Competitive based on experience

ANTICIPATED START DATE: May 3, 2018

DEADLINE FOR APPLICATION: Monday 12 March

HOW TO APPLY: Send a cover letter, your CV, and two articles you have written (one in English, one in Amharic) to ethiopia@reachforchange.org. In your cover letter, include any links to blogs, design portfolio, websites and/or social media pages you write/manage.

About Reach for Change

Reach for Change (R4C) is an international non-profit organisation working in 18 countries across the globe and 7 in Africa, Reach for Change launched in Ethiopia in 2015. We find and develop local social entrepreneurs with innovations that improve the lives of women and children in Ethiopia. The entrepreneurs are helped to scale their innovations through seed funding, access to technical and managerial expertise and networking opportunities.

Position Summary

To provide intensive support to the social entrepreneurs selected onto Reach for Change Ethiopia programs, working with them to develop and implement strong communications strategies so that they strengthen as organisations and increase their reach, impacting the lives of more women and children. This will include helping them to develop a strong brand and online presence including website and social media, as well as producing other high quality content for communications. To support them to identify their key stakeholders and develop communications that will effectively engage those audiences. To assist in developing public campaigns to find high potential social entrepreneurs who will be supported through future Reach for Change programs.

PRIMARY RESPONSIBILITIES

- Provide intensive communications expertise to the social entrepreneurs supported by Reach for Change:

- Work closely with the social entrepreneurs engaged in Reach for Change Ethiopia programs, especially on the Rapid Scale Program, which supports social enterprises with proven social impact in improving the lives of women and children, who are now ready to scale their reach to improve more lives;
- Support these social entrepreneurs to develop communications strategies that will enable them to build their organisational profile and public awareness of their work, reaching different stakeholders including partners, potential donors and beneficiaries
- Support them to implement their communications strategies effectively by helping them to design, develop, edit and improve their communications materials, including website content, press releases, impact stories etc.
- Support them to build a network of other experts and service providers who can help them to execute a strong communications plan, e.g. web designers, branding experts,



printers etc.

- Support the development and execution of a stakeholder management plan to equip social entrepreneurs to build relationships with key influencers who can help them
- Help to generate news and success stories from the social entrepreneurs to promote their work within Ethiopia and outside;

- Develop public campaigns to raise awareness about opportunities for social entrepreneurs to be supported through Reach for Change programs and to find high potential social entrepreneurs:

- Support the development and execution of campaigns, communication toolkits, and initiatives to source high-quality social entrepreneurs to Reach for Change programs
- Create communications content such as flyers, posters, web content, social media content, newspaper advertisement copy and more, to ensure aspiring social entrepreneurs are aware of
- Create content in both Amharic and English

- Media Outreach to enhance Reach for Change's visibility in Ethiopia

- Build relations with the media on behalf of R4C
- Creating and executing a Media Schedule/Plan that will build R4C's visibility in Ethiopia across various platforms - radio, newspapers, TV etc
- Manage media relations in Ethiopia to enhance the positioning of Reach for Change within the media; this would involve working with the Regional Communications Team in preparing, producing, drafting and disseminating timely press-releases, media briefs, kits, articles and stories
- Prepare, develop, and produce human-interest stories to pitch to the media as an effort to leverage R4C initiatives and its impacts to enhance visibility and public understanding of R4C's role in the region
- Plan and lead media activities in Ethiopia such as press conference, media briefing, and media interviews
- Prepare and produce quarterly reports on the organisation's media coverage (media monitoring)

- Stakeholder Engagement

- Develop strong and meaningful stakeholder networks for Reach for Change in Ethiopia
- Design, plan, and implement public outreach activities such as participating in a number of public events to enhance the organisation's visibility
- Event management such as coordination with internal and external partners, event sponsors
- Develop and produce engaging presentations and materials support for conferences, forums, and other events that the organisation is participating



SECONDARY RESPONSIBILITIES

- Contribute to the production of Social Impact Reports, periodic updates and newsletters

- Support the Regional Communications Team with the production of quarterly updates, newsletters, articles, press releases and fact sheets to inform partners, media and the general public on the work of Reach for Change and the social entrepreneurs.
- Contribute to the production of impact reports and dissemination of impact information to relevant stakeholders, to communicate the impact of our social entrepreneurs.

- Manage Reach for Change Ethiopia's social media channels and website

- Write, edit and manage Reach for Change Ethiopia social media pages and content and manage the R4C Ethiopia website to engage relevant audiences and promote social entrepreneurs' success stories.

EDUCATION AND EXPERIENCE

- University degree, preferably in information, communication, public relations or equivalent.
- A minimum of 5 years in the Marketing or PR industry.
- Experience of working and/or studying abroad is an advantage
- Familiarity with working with different types of organisations and especially startups is favoured
- Applicants from both nonprofit sectors and corporate or for-profit sectors can apply

PRIMARY QUALIFICATIONS AND ABILITIES

- Strong writing and proof-reading skills in both English and Amharic
- Familiarity and skill with the tools of the trade in marketing including PR, written communication, website development, and social media.
- Deadline-driven, with strong project management skills and ability to manage multiple, sometimes conflicting priorities
- Proficient or having knowledge in Graphic design technology and able to use Graphic design software e.g. Adobe Creative Suite.
- Creative mind and an ability to develop strong communications strategies and interesting content
- Demonstrated ability to resolve issues independently and with minimal supervision.
- Excellent computer skills and expertise in MS Office (Word, Excel, Outlook, PowerPoint) and general database systems.
- Great attention to detail
- Spoken and written fluency in English and Amharic
- Excellent communication and interpersonal skills and an ability to work with different groups of people and build networks

SECONDARY QUALIFICATIONS AND ABILITIES

- Knowledge in website design and development skills - Knowledge of html, internet publishing tools, photo editing and multimedia, with a good understanding of the internet as communication tool
- Experience managing external PR and communication consulting firms and contractors.
- Demonstrated ability and desire to work in a multicultural environment with an emphasis on adaptability, learning and continuous improvement.