



Communications Officer (Level B)

Unit:	Sudan Programme
Division:	Africa and West Asia
Duty Station:	Khartoum, Sudan
Title of Line Manager:	Head of Programme

Context

International IDEA is managing a three-year EU funded programme to support Sudan's transition to a democratic system of government, and to contribute to SDG 16 to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

The programme seeks to support the democratic transition by supporting the establishment of mechanisms for dialogue and consensus building on the transition process; strengthen stakeholders' capacity for constitution building; enhance stakeholders' capacity for electoral reform that will facilitate credible electoral processes; and strengthen citizens awareness on the transitional process and broader democratic governance practices. It is anticipated that Sudan's transition period and processes will provide an opportunity for Sudan's transition to democracy.

The Communications Officer will work to enhance content generated from within the Sudan EU funded programme with a view to increasing programme awareness and providing visibility through managing the programme's online presence. These tasks require interfacing with multiple partners to gather information, prioritizing content, and staying ahead of news and events. The Communications Officer produces or compiles content including writing and editing of specific communication material. S/he is responsible for targeted dissemination of content for the promotion of the programme's activities, events and results. Primary areas of focus include media, outreach, programme newsletter, website and social media, as guided by the programme and donor's communication and visibility plan. Under the supervision of the Head of Programme for Sudan, the incumbent will perform the following duties:

Duties and Responsibilities

- Provides communication and media support to all partners within the programme;
- Regularly holds communication update meetings with the focal points of all partners to ensure they are well-informed about planned activities, upcoming events and campaigns; Coordinates the inputs from programme partners;
- Edits, compiles and uploads content generated by the programme to the relevant communication forum as needed;
- Undertakes regular media monitoring, contributes to and regularly updates the programme's press lists, contributes to Op-Eds and stories for media placement and assists in responding to media/press inquiries as required



- Maintains the programme database, soliciting and including regular updates, as required;
- Serves as a content editor; Writes and edits web articles, tweets, social media posts, press releases and other outreach content in Arabic and English, as necessary; Coordinates the timely content development of a semi-annual newsletter with programme colleagues and manages an editorial calendar for the proposed content and themes;
- Creates clear infographics and digital assets for use online and in presentations;
- Monitors and reports on impact and analytics; Generates monthly and quarterly analytics reports for all social media platforms and for the newsletter;
- Works in close coordination with the Head of Programme and Programme Officers to ensure that the programme has an effective communication strategy according to the donor's Communications and Visibility Strategy;
- Ensures the implementation of an effective social media strategy for all social media channels (Twitter, LinkedIn and Facebook), in accordance with International IDEA and donor guidelines, and reviews and updates these guidelines as needed.

General Profile

- Requires good knowledge, excellent skills and experience in the field of communication and media;
- Adds value to team-based activities in his/her unit; collaborates with other entities of the Institute as required;
- Follows internal procedures to ensure high standards of performance and compliance with Institutional guidelines;
- Acts in accordance with International IDEA's Core Values: Respect, Integrity and Professionalism;
- Integrates a gender and diversity perspective in all activities.

Reporting Line

- Head of Programme

Functional Knowledge

- Excellent communication and presentation skills, written and spoken;
- Proven experience in producing and writing material for online dissemination, including for social media channels and a range of traditional media;
- Proficiency in using Drupal, style sheets, Microsoft Office, Cision and Adobe tools (especially Photoshop), as well as multimedia software would be considered an asset;
- Excellent knowledge of national, media, the social media landscape and familiarity with international, mainstream and specialized media channels;

Operational knowledge, skills and experience

- Integrates a results-based approach into his/her activities;
- Understands how the assigned duties relate to others in the team and how the team integrates with others throughout the organization;
- Uses knowledge of how the team integrates with others to accomplish team objectives;
- Is proactive in seeking information and processing it in line with the required guidelines;
- Excellent organizational and time-management skills, ability to handle confidential information and to work in a multicultural team;



- Able to meet deadlines and work in fast-paced environment;
- Ability to work both independently, with minimum supervision and in teams;
- Illustrates integrity, a collaborative spirit, a sense of achievement, and an understanding of risk management.

Leadership

- No people management responsibility over permanent staff;
- Acts as a model and resource for more junior colleagues;
- May assume project management responsibilities.

Problem Solving

- Recognizes and solves typical problems that can occur in own work area; evaluates and selects solutions from established options.

Impact

- Has a clear impact on the programme's communication and visibility;
- Can also impact other teams and projects in related fields.

Communication and Interpersonal Skills

- Excellent interpersonal skills;
- Excellent written and verbal communication skills to effectively liaise with all programme partners and external stakeholders involved in his/her projects;
- Ability to take the initiative to suggest creative solutions for social media platforms;
- Excellent media relations skills;
- Effective team player;
- Acts in all assignments with personal energy and engagement;
- Fluency in written and oral English and Arabic is required; Any other widely spoken language in an International IDEA priority region would be an asset.

Education and Experience

- University degree in Communications, Journalism, International Relations or a related subject;
- Minimum of three (3) years' professional experience in a similar role or as a journalist or writer in communications for development, with a focus in social media;
- Demonstrated ability to create and maintain social media campaigns;
- Experience of working in an international context, e.g. in an intergovernmental organization, considered an advantage.