



## Communication Officer (LOC B)

<b>Team:</b>	Electoral Processes
<b>Division:</b>	Africa and West Asia (AWA) Region
<b>Duty Station:</b>	Addis Ababa, Ethiopia
<b>Title of Line Manager:</b>	Senior Programme Officer- Elections

### Context

The International Institute for Democracy and Electoral Assistance – International IDEA – is an Inter-Governmental Organization that supports sustainable democracy worldwide. Its objective is to strengthen democratic institutions and processes. The Institute acts as a catalyst for democracy building by providing global comparative knowledge resources and tools, policy proposals and supporting democratic reforms in response to specific national requests, specifically in electoral processes, constitution building processes, political participation and representation, democracy and climate change, and democracy and digitalization.

International IDEA is leading a consortium in implementing an EU-funded, continental electoral support project, titled, ‘*Strengthening Pan-African Capacities for Electoral Observation and Assistance*’ project. The consortium led by International IDEA includes the Electoral Institute for Sustainable Democracy in Africa (EISA). The project is a three-year project with an overall objective of contributing to improved transparency and credibility of elections in Africa while contributing towards progress in the achievement of SDG 16.6 at the global level.

To achieve the set objectives, the project will deliver capacity building initiatives through **advisory services, technical assistance, training, peer learning, mentoring, development of knowledge products and development of digital tools**. The project will work primarily with the Department of Political Affairs, Peace, and Security (DPAPS) of the African Union Commission (AUC); electoral support units or divisions of Regional Economic Communities; continental and regional networks of electoral management bodies (EMBs); selected EMBs at national level; and electoral support providers.

The Communications Officer will contribute to all public information activities of the project, including through print, digital and broadcast media; and will act as liaison for the project’s implementing partners in all matters related to public communication and visibility. These tasks require interfacing with multiple partners to gather information, prioritizing content, and staying ahead of news and events. Tasks will include updating the dedicated project page on International IDEA website and uploading key publications and events and liaising with regional and head office communication units. The Communications Officer handles writing, editing and targeting dissemination for the promotion of the project’s events and results. The Communications Officer will ensure the project communication and

visibility are in line with International IDEA's and- EU's communications strategies. The Communications Officer provides support to the consortium partners in accordance with the project's needs and requirements. He/she will work in close coordination with the Regional Communication Officer, ensuring work meets the standards, strategy and guidelines of official International IDEA communications and publications.

## **Duties and Responsibilities**

- Works on the development, implementation and sensitization of the project communication strategy.
- Provides communications and media support to the International IDEA regional programmes, and to all partners within the project;
- Regularly coordinates and hosts communications meetings with the focal points of all partners to stay informed about planned activities, upcoming events and campaigns, and provide guidance and support;
- Leads the project's branding and visibility activities.
- Coordinates inputs from project partners, and uploads content generated by the project to the relevant communication forums;
- Create content for the project web page on the International IDEA website and publicizes project events.
- Develop the social media plan for the project and ensure timely update of the project news and activities across social media platforms.
- Responds to media/press inquiries and pitches Op-Eds and stories to media for placement;
- Maintains the project database by soliciting inputs from implementing partners and including International IDEA updates;
- Undertakes regular media monitoring (on social and traditional media) for references to project activities;
- Contributes to and regularly updates the project's press list;
- Serves as a content editor. Writes and edits web articles, tweets, social media posts, press releases and other outreach content as necessary;
- Coordinates the timely content development of a monthly newsletter with project colleagues and manages an editorial calendar for the proposed content and themes;
- Works in close coordination with project colleagues to ensure that the project communicates according to the donor Communications and Visibility Strategy.
- Creates clear infographics and digital assets for use online and in presentations. Handles digital art manipulation;
- Ensures adequate visibility of the EU as donor of the project throughout all project communication activities.
- Monitors and reports on impact and analytics. Generates monthly and quarterly analytics reports, as appropriate, and for all social media platforms.
- Hold regular meetings with project partners to coordinate and align the project's communication and visibility.

## **General Profile**

- Requires good knowledge, excellent skills and experience in the field of communication and media;
- Requires good knowledge of electoral processes in Africa.

- 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**

- Senior Programme Officer – Elections

### **Functional Knowledge**

- 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 regional media, the social media landscape in the region 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;

### **Problem Solving**

- Identifies and resolves complex problems; approaches issues with new perspectives; analyses situations from a multitude of intervening factors.

### **Impact**

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

### **Communication and Interpersonal Skills**

- Excellent communication and presentation skills, written and spoken;
- Excellent interpersonal skills;

- Excellent written and verbal communication skills to effectively liaise with all project 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 is required. Knowledge of written and oral , French and or any other AU official language is an asset.

### **Education and Experience**

- University degree in communications, journalism, international relations or other relevant discipline;
- Minimum of three (3) years professional experience in a similar role, or as a writer in communications for development, preferably within the governance context;
- Experience in communication for gender equality with integration of a gender and diversity perspective in all activities.is essential;
- Experience in communications strategy development and implementation;
- Demonstrated experience in creating and maintaining social media campaigns;
- Strong graphic design skills and ability to use all related Adobe tools;
- Knowledge of social media tools, Google Analytics, and content management systems including Drupa.
- Experience of working in an international context, e.g., in an intergovernmental organization, considered an advantage.