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| **Job title:** | **Communications Officer**  |
| **Job family:** | This role reports to the Project Manager and works in close collaboration and in support of the project’s activities, support team. The purpose of the post is to support the development of the organization’s communication strategy in relation to the achievement of effective a communication of Ripple Effect brand, information, and services. Developing excellent intelligence of our participants, customers and potential markets and cost-effective exploitation of opportunities the role shows a clear communication and engages across the external stakeholders to achieve impact. |
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| **Dept./Team:** | Programmes |
| **Reporting to:** | Project Manager/Project Coordinator | **Location:** | Mbarara  |
| **Job purpose:**The Communications Officer is part of the Project team. As part of the project team, this role will use data to analyse performance, raise key issues, and monitor performance to ensure delivery of measurable results and demonstrate strong fiscal management of donor resources.  |
| **Key Responsibilities**This role has 2 key areas of responsibility:1. Supporting the roll out of a Ripple Effect Communications strategy which aligns with brand values
2. Supporting the programmes team through development of targeted, insight-driven, and consistently branded promotions and materials
* Work on communications strategies in close collaboration with the project activities, product centres lead roles
* Analyze market and competitor trends and recommend changes to marketing and business development strategies based on analysis and feedback.
* Gather and analyze client insights and changing customer needs and preferences and ensure communication strategies are updated to reflect these changes
* Deepen relationships with all media to ensure the most effective messaging and positioning of the organization
* Report monthly on progress (cost and activities) and results
* Manage media relationships and capitalize on PR opportunities in relation to social enterprise
* In close collaboration with the project’s teams, develop an excellent understanding of the services offered and the day to issues faced and constraints to success
* Review participants satisfaction rates through client exit interviews, and work with project manager to adapt strategies accordingly
* Lead all areas of content generation and production across all media platforms including digital and social media
* Ensure all activities, messages and promotions are consistent with Ripple Effect global brand positioning
* Support the design and development of communications material for use in programme implementation
* Work with the project staff, to identify individually tailored communication strategies
* Participate in the production of Ripple Effect Annual Report and project periodic reports
* Coordinate the hosting of Ripple Effect visitors and Ambassadors and show case of what is happening
* Support in production of all branded items that promote Ripple Effect brand
* Represent Ripple Effect on selected platforms
* Manage the media coverage
* Support quarterly and annual reporting for projects
* Train project staff in documentation and story gathering
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| **Learning & Skills**A degree in Journalism, Development Communication, Social Marketing Excellent knowledge of the Ugandan livelihoods sector. |
| **Creativity & Reasoning**The role requires a good understanding of the programme activities and impact and how these can be communicated promoted/ marketed widely. |
| **Key** A**ccountabilities**The role requires clear communication skills. One should be able to clearly communicate to the stakeholders the project goal and outcomes. He/she should be able to creatively prepare clear reports that show the project progress.  |
| **Communication and Interaction** The role requires clear communication skills. One should be able to clearly communicate to the stakeholders the project goal and outcomes. He/she should be able to creatively prepare clear reports that show the project progress.The role requires interaction with the implementing team, communities, private service providers and local government authorities. One should be able to quickly learn the culture of the community to support their ability to interact. He/she should have a good problem-solving approach and conflict resolution at individual and community level. |
| **Stewardship**The role should have good level of computer literacy and demonstrated ability to capture data/information using different advanced computer software, produce computer-based reports, read and interpret monitoring data presented through spread sheets and interact and respond appropriately to other Ripple Effect countries through IT media. |
| **Judgements & Actions**The role works within broad guidelines that include capacity building & networking among others and thus should be able to plan their time accordingly to ensure all areas are supported. The role involves high level of interaction with staff and other project actors for effective technical and advisory role. One should be able to clearly judge impact and uptake of quality markets and linkages approaches among the community beneficiaries avoiding situations that create dependency among the project participants. Business models being promoted should be impactful and simple enough for communities to adopt. |
| **Working Environment**Occasionally the role may be exposed to stressful conditions during travel in the field traversing the project area while providing supervision and other support.  |
|  | Job Title:  | **Communications Officer** |
| Contract Type:   | Fixed | Hours: | 40/week |
| Location:  | Mbarara | Days:   | 5/week |
| Salary:  | *To be determined* |
| Dept. / Region   | Programmes Department |
| **Role & Person Specification** **Organizational context** |
| **Personal competencies and talents** | **Status** |
| **Education/Qualifications**A degree in Journalism, Development Communication, Social Marketing Excellent knowledge of the Ugandan livelihoods sector.**Experience*** Experienced in media and Behavioural Change Communication (BCC)
* Experience of over five years in undertaking similar assignments
* Ability to build effective relationships, influence and negotiate with internal and external stakeholders at every level of seniority
* Ability to prioritise a complex and demanding workload
* Ability to develop innovative and practical solutions to challenges
* Ability to gather and interpret client insights and turn client insights into action plans
* Experience of developing and executing successful demand generation strategies
* Ability to present work at external events, including some out of hours travel and working
* Excellent and creative oral and written communication skills, including ability to write in English and at least two Ugandan languages
* Excellent engagement with informational technology and social media platforms

**Skills/Abilities*** A proven record of partnership working to achieve better results
* Experience of project managing marketing projects including developing concepts for audience specific projects
* Documentation of learning and best practices
* Contribute to the development of grant proposals as required.
* Computer skills and knowledge in Word, PowerPoint, and any presentation packages
* Good interpersonal skills
* Full understanding of all technical aspects of the Ripple Effect programme
* Strong people management ability
* Good communication and presentation skills
* Team player
* Excellent interpersonal skills

**Personal Qualities*** Have empathy with Ripple Effect’s Christian foundation and core values
* An initiator and self-driven
* A team leader, builder, and developer
* A broad and mature thinker
* A strategic thinker with an eye for detail
* Creative and innovative
* A team player. Flexible.
* Understands the importance of confidentiality especially for data.
 | Essential |

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