

**SAVE THE CHILDREN
INTERNATIONAL PROGRAMMES
ROLE PROFILE**

TITLE: Communications and Media Manager	
TEAM/PROGRAMME: Kenya	LOCATION: Nairobi
GRADE: 2	CONTRACT LENGTH: 6 months
<p>CHILD SAFEGUARDING: Level 2: <u>either</u> the post holder will have access to personal data about children and/or young people as part of their work; <u>or</u> the post holder will be working in a 'regulated' position (accountant, barrister, solicitor, legal executive); therefore, a police check will be required (at 'standard' level in the UK or equivalent in other countries).</p>	
<p>The Communications and Media Manager (CMM) will lead the implementation of external and internal communications and media strategies that promote positive and consistent messages of Kenya and Madagascar's work to influence child centered policy decisions, inspire public support and actions, encourage support from funding partners and thereby drive the agenda for children. The CMM will deliver communications work through innovative strategies ensuring that global media are tailor made for local context to effective delivery and therefore maximum impact for children. The CMM will be responsible for managing and updating social media platforms and country office website, ensuring quality and accuracy of the information. The CMM will also be responsible for building the capacity of other team members in media engagement, campaigning and steering towards the achievement of brand consistency in line with organizational policy standards and donor requirements. The CMM will also coordinate regular internal meetings for the purpose of information sharing.</p>	
<p>SCOPE OF ROLE:</p> <p>Reports to: Director of Programme Development and Quality</p> <p>Dimensions: This role requires acute leadership, technical knowledge of child rights issues and an ability to harness the power of media and communications to achieve lasting change for children. The role holder works closely with the Head of Advocacy and Campaigns, Sr. Advocacy and Campaigns Coordinator, Technical Specialists, Programme Managers, Programme Implementation teams towards the delivery of the Country Strategic Plan and the Country Advocacy, Campaigns, Communications and Media (ACCM) strategy.</p>	
<p>KEY AREAS OF ACCOUNTABILITY</p> <p>External Communications and Media</p> <ul style="list-style-type: none"> • Develop a communication strategy, guidelines and plan for the country office and socialize this with relevant staff. • Work closely with the Head of Advocacy and Campaigns on the design and production of campaign materials for maximum impact • Work closely with the business development team, technical specialists and the Research and Learning Manager to develop products that can be marketed for mobilizing funding. • Lead the development and dissemination of relevant real-time humanitarian and development situational reports/materials. • Lead the dissemination of Save the Children brand to make it recognized, respected, accepted, and protected at all levels. • Support project leads and technical specialists identify and document stories of change and case studies, success stories that communicate the impact of our work and for use in media 	

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work and for quality reporting purposes.

- Take lead in reviewing and presenting stories, photos, messaging, fact sheets and multimedia products for Save the Children's key public audience.
- Support the programme teams in ensuring Save the Children global brand and donor requirements are fulfilled for visibility and communications materials.
- Produce other external targeted products on an ad hoc basis as necessary and requested by the supervisor.
- Train key senior staff on communications and media and support the Country Director and other senior managers in their roles as designated spokespersons.

Media

- Actively cultivate media contacts and appropriately establish proactive and beneficial relationships with media houses that can help in advancing children's rights at policy and programme levels as well as identify opportunities to profile Save the Children work.
- Actively scout for press opportunities to showcase Save the Children's interventions and opportunities for advocating for various child rights issues.
- Ensure regular updates of the social media platforms showcasing our Save the Children's work.
- Identify media issues, prepare media messages, assess appropriate media for communicating those messages and facilitate the process of disseminating/communicating those messages within Save the Children's guidelines.
- Ensure that any actions undertaken to implement communications or media work in country is compliant with Save the Children's global communications and branding standards and has been duly approved by the Country Director.
- Familiarize self with the work of Save the Children in Kenya & Madagascar to effectively represent the organization in media engagements where relevant.
- Draft media briefings, talking points, Q&As, press releases and media statements based on advocacy priorities identified.
- Act as a focal point for all media visits/requests.
- Develop SCI profile in local, regional, continental and global media on all matters Kenya and Madagascar.
- Support staff capacity building around media engagement through training.
- Provide relevant spokespeople training and support their engagement with international news media, liaising with the regional and country office teams.
- Manage incoming media requests, prioritising & co-ordination with the regional and in-country teams.
- Support the timely CO/RO/GMU sign off of all external media content.
- Engage with the RO, SCI and SC members, particularly the Global Media Unit, in developing country office media engagement, both reactive and proactive, around key moments/crises.
- Led by the CO ACCM Strategy, undertake the development and writing of regular press releases/op-eds/proactive and reactive media statements for/ from field offices and on matters of national interest in collaboration with the RO, GMU and SCI
- Drive mass news coverage in key priority issues across the country by engaging external media and internal support for reactive and planned media opportunities.
- Find new and interesting news lines and develop media materials (including press releases) for national media and member use, to ensure the drought and other issues impacting children garners the attention and interest of international and regional news outlets.

Child Centred and Child Led Media

- Supervise and gather relevant, appropriate images and film in the field, while remaining sensitive

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to the realities on the ground and child safeguarding concerns.

- Produce or support the production of child- led and child- focused multimedia materials in the form of photography, video, and written materials that address the needs of communities, government, country programmes, the regional office, and Save the Children's global membership.
- Ensure that all delegations undertaking media trips to communities are oriented on child safeguarding and held accountable.
- Support risk mitigation approaches during sensitive moments for media outreach

New Business Development

- Incorporate Media Priorities into all new proposals and awards to ensure adequate resourcing and cost recovery.
- Ensure that media resourcing meets the threshold of 5% of all budgets, if not more

Internal Communication

- Compile and develop Save the Children's country reports, sit reps and newsletters as required.
- Provide assistance to content and layout of creative promotional materials such as leaflets, fact sheets, info graphics, creative audiovisual information, brochures and other communications materials.
- Lead the development of a communications calendar capturing priorities of actions and products for the Country office.
- Management of internal communications content including archiving, uploading on content hub, website, and other platforms.

MEAL

- With support from regional and member communications and media staff, develop and put in place systems to monitor and measure the impact of the Kenya Country Office's communication and campaign initiatives, as well as systematically sharing these achievements in the most appropriate way with Country office Senior Management Team.
- Share success stories and learning related to Communication and Campaign initiatives spearheaded by the Kenya country office with regional and global working groups and/or communities of practice.

SKILLS AND BEHAVIOURS (our Values in Practice)

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- Sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same.
- Widely shares their personal vision for Save the Children, engages and motivates others.
- Future orientated, thinks strategically and on a global scale.

Collaboration:

- Approachable, good listener, easy to talk to.
- Builds and maintains effective relationships with colleagues, Members and external partners and supporters.

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- Values diversity and different people's perspectives, able to work cross-culturally.

Creativity:

- Develops and encourages new and innovative solutions.
- Cuts away bureaucracy and encourages an entrepreneurial approach.

Integrity:

- honest, encourages openness and transparency, builds trust and confidence.
- displays consistent excellent judgement

QUALIFICATIONS

- Degree in relevant field such as Mass/Media Communication / International relations / Journalism

EXPERIENCE

- At least 7 years' experience in a similar role or in media and communication position.
- Exceptional and demonstrable written and oral communications skill in all mediums with a strong understanding of how to adapt communications to different audiences.
- Proven experience in developing and implementing communications and campaign strategies.
- Strong understanding of approaches for communicating information to a wide range of audiences including media relations
- Advanced proficiency in graphic design and photography skills (additional skills in videography is an added advantage)
- Ability to multitask, work under pressure and to meet tight deadlines, responsive to external requests and strong team player.
- Excellent communication skills with excellent command of the English language and fluent in Kiswahili. (French will be a definite plus)
- Excellent skills in social media
- Experience identifying target audiences and devising promotional and campaign strategies to engage, inform and motivate current and potential partners; ability to communicate verbally with a wide range of actors and audiences.
- Willing and able to travel widely in country to support field teams.
- Commitment to Save the Children International values.
- Experience of travel, and a willingness to travel in a broad range of African countries and more widely, sometimes at short notice.
- Demonstrated understanding of news media and experience of acting as a spokesperson.
- Familiarity with social media to achieve policy changes an advantage.

KEY COMPETENCIES

Technical competencies:

1. Campaigning: Demonstrates an understanding of campaigning as a collected effort to influence external actors and shape social norms using policy, advocacy, communications, and mobilisation tools. e.g.
2. Advocacy: Organises activities to influence external actors' policy and practice that impact children through evidence and knowledge from children at the technical and political level.
3. Public Engagement: Organises activities to create an action-orientated public environment for national and international political and policy change by inspiring, demonstrating and harnessing widespread support for people to take action.

Generic Competencies

- *Being the Voice of Children:* Utilises being part of a global movement to promote change in the policy and public sphere on child related issues.

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- *Delivers Results at Scale:* Seeks solutions to complex challenges faces in driving sustainable change and impact.
- *Promote Advancing Equality & Inclusion:* Drives an enabling environment for gender equality and inclusion and prioritising the most deprived and marginalised children.
- *Builds & Strengthens Partnerships:* Inspires others to embrace the values and principles that underpin partnerships and the localisation agenda.
- *Child Rights:* Promotes the rights of children in own work and in work with colleagues and peers

Additional job responsibilities

The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience.

Equal Opportunities

The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures.

Child Safeguarding:

We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse.

Safeguarding our Staff:

The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy

Health and Safety

The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures.

JD written by: Hellen Owiti

Date: 26/09/2023