**Job Description**

**Program Officer Communications**

**JOB TITLE:** Program Officer Communications  
**FT / PT:** Full-time, 40 hours per week  
**LOCATION:** Nairobi Office  
**PROGRAM:** PAL Network Secretariat  
**REPORTS TO:** Program Manager  
**SUPERVISES:** None

The PAL Network Secretariat is currently seeking a competent and energetic Communications Officer to be based in Nairobi, Kenya. The Communications Officer will be responsible for leading the Communications and Branding portfolio of work for the PAL Network, developing strategies and communication plans in line with the network’s vision and ensuring implementation of those plans. The Communications Officer will work closely with the Program Manager and provide support to the Communications and Advocacy Working Group.

**Responsibilities**

**COMMUNICATIONS & BRANDING (70%)**

- Contribute to implementing PAL strategy by ensuring communications plans and strategies are developed and implemented, both for PAL as a whole and for particular events
- Act as the ‘Brand Guardian’ for the PAL Network, ensuring consistency across all internal and external communications, developing editorial policies and guidelines where appropriate
- Maintain and develop the PAL Network Website in WordPress, contracting out major upgrades
- Manage and expand PAL Network’s social media presence and produce monthly analytics reports
- Produce four Newsletters per year in MailChimp and monitor distribution
- Write and edit blogs, information briefs, articles and other products on the work of the network
- Create and maintain the member log-in database and other appropriate media to enable members to communicate with each other and access each other’s materials
- Develop and maintain working relations with Communications Officers in member organisations, including encouraging monitoring and reporting on media coverage in their own countries
- Develop and maintain links with national and international media outlets
- Manage creation of promotional products
- Design and manage SurveyMonkey questionnaires and feedback forms to support evaluation of PAL activities
- Manage contracts and liaise with translators
- Manage contracts with all other communications contractors

**WORKING GROUP SUPPORT (20%)**

- Support the effective functioning of the members’ Communication & Advocacy Working Group
Support the Working Group Chair in leading the Working Group in a way that encourages active participation by members
- Organise and take minutes of Working Group meetings, face-to-face and online
- Regularly monitor progress towards achievement of Working Group Annual Work Plan, and support Chair and members in ensuring actions are taken to achieve it
- Undertake work on behalf of Working Group as delegated
- Support the Working Group Chair in understanding and taking decisions about use of any Working Group budget that may have been allocated, liaising with other Secretariat team members to ensure PAL financial management requirements are fulfilled
- Work with other Secretariat team members to ensure appropriate interaction and synergy between Working Groups

**OTHER (10%)**
- Attend, and fully participate in, network and staff meetings and retreats as required
- Write monthly and annual activity reports, and use these as the basis for monthly and annual engagements with the line manager
- Such other duties as may be required from time to time

**Person Specification**
Evidence that applications meet the essential criteria will be assessed by the following methods: Application (A), Interview (I), Test (T) and References (R), as indicated below:

**Qualifications and Experience**
- Bachelors degree in Education, Social Sciences, Research or other related field (A,I)
- At least 5 years experience working in communications, marketing or advocacy (A,I,R)
- Track record of excellent written English; proficiency in French or Spanish an asset (I,T)
- Demonstrable experience of using WordPress, MailChimp and SurveyMonkey (I,T,R)

**Skills and Competencies**
- Outstanding ability to summarise and synthesise complicated information with meticulous attention to detail in all aspects of work (T)
- Excellent interpersonal skills, the ability to communicate clearly and effectively and to build relationships at all levels, taking into account cultural and language differences (I, R)
- Excellent time management skills and the ability to take initiative and deliver results on short notice and with minimum supervision (T,R)

**Terms and Conditions**
- This post is offered as a 2-year contract starting January 9th 2017. The contract may be renewable provided funding is secured for the post and satisfactory progress is made.
- The standard working week is 40 hours per week. However, the demands of the job are likely to be such that a willingness to work longer hours as sometimes required is necessary.

**Application Procedure**
To apply for this position, please send the following documents to info@palnetwork.org copying hmwilson@palnetwork.org by the close of business on Friday November 18th 2016:

1. Cover letter (maximum of 1 page)
2. CV (maximum of 2 pages)

Applications should be a maximum of 3 pages in length, as specified in the instructions above.