

**JOB ADVERTISEMENT**

**COMMUNICATIONS SPECIALIST**

**I. JOB SUMMARY**

The Communications Specialist reports directly to the Country Director (CD). He/she receives guidelines from the Marketing and Communications Team at Right To Play Headquarters. The Communications Specialist is responsible for developing and implementing the communication plan and activities in the country of operation. He/she also supports advocacy and fundraising efforts at the Country Office. He/she is expected to assist in enhancing the organization's overall public image in the country. The Communications Specialist also contributes to global programmatic work of RTP by collecting and developing multimedia content that communicates the impact of our programs in the respective country for use in RTP's global donor and mass-market communications. The incumbent works closely with the Program Manager, the Monitoring, Evaluation and Learning Specialist and the Global Marketing and Communications team.

**II. SUPERVISORY AND ADVISORY RESPONSIBILITIES**

**(A) DIRECT REPORTING LINES**

Job title	Number of Employees per Job Title
NA	

**(B) INDIRECT TECHNICAL REPORTING LINES**

Job title	Number of Employees/ Volunteers per Job Title
NA	

**(C) INDIRECT ADVISORY RESPONSIBILITIES**

The incumbent provides advice to the Country Office (CO) staff in regards to communications and the RTP brand.

**III. RESPONSIBILITIES**

**Time%**

In accordance with Right To Play (RTP) approved policies and procedures, the incumbent:

1.	<p>Planning and compliance</p> <ul style="list-style-type: none"> <li>• Develops and implements an annual communications plan, in line with the country office plan and the needs of program funders and global communications.</li> <li>• Provides leadership for overall communications related to RTP in the respective country.</li> </ul>	35%
----	--	-----



	<ul style="list-style-type: none"> <li>• Ensures that all communications materials and messages are in-line with project grant agreements and donor requirements.</li> <li>• Ensures that all communications are aligned with the RTP brand and advances the understanding of the organization’s mission and impact.</li> <li>• Conducts field visits to project sites and ensures proper collection and dissemination of information for events and success stories.</li> <li>• Ensures proper documentation of communications materials.</li> <li>• Conducts ongoing review of the country communications plan and communications components of country action and strategic plans to ensure compliance; identifies gap areas and recommends solutions.</li> <li>• Ensures RTP Country promotion of various International “Days” such as Child Day, Diabetes Day are in-line with national strategy and behavioural and social goals.</li> <li>• Facilitates relationship building with, and field visits by, VIPs including donors, key stakeholders, Athlete Ambassadors/Supporters, national and international media, global staff and international consultants working for RTP in the respective country.</li> <li>• Plays a key role in the development and dissemination of behaviour change communication messages and social mobilization campaigns.</li> <li>• Ensures compliance with RTP brand book, RTP Policies (including in particular the RTP Child Safeguarding policy), other policies related to communications, and any relevant government legislation.</li> </ul>	
2.	<p>Communication</p> <ul style="list-style-type: none"> <li>• Develops systems for effective and efficient communications and best practice sharing within the respective country office.</li> <li>• Creates compelling photo, video, and written collateral and content that communicates RTP’s work and impact.</li> <li>• Collaborates with Global Communications Team to fulfill communications requests</li> <li>• Develops a system to produce success stories, quotes and photographs of teachers, coaches and children in our programs;</li> <li>• Oversees photo, video and message archiving in the respective Country</li> <li>• Develops informational and promotional material on RTP projects.</li> <li>• Trains country team on the value and usage of the brand.</li> </ul>	35%



	<ul style="list-style-type: none"><li>• Creates and edits designs for communications materials and liaises with printing and design companies to see them realised.</li><li>• Oversees and approves all print proofs in the country before being printed including T-shirts and documents.</li><li>• Acts as a focal point on RTP Intranets, social media and communication platforms including <i>Twitter, Facebook, Instagram, Workplace, Sharepoint</i> and <i>Playspace</i>.</li></ul>	
3.	<p>Media and public relations</p> <ul style="list-style-type: none"><li>• Under the guidance and direction of the respective Country Director coordinates media relations in-country to raise awareness of RTP programs and impacts, and the issues affecting the children we serve.</li><li>• Closely monitors and tracks media coverage for RTP, play-based learning, and sport for development in country.</li><li>• Establishes contacts with media and writes media releases and success stories.</li><li>• Conducts media development activities in country to build capacity of local media to advocate for the importance of play-based learning in protecting, educating, and empowering children.</li><li>• Promotes partnerships across RTP and beyond, and represents RTP on all relevant communications networks in the respective country.</li><li>• Accompanies and supports visitors to the respective country when delegated, including planning and organizing itineraries in conjunction with RTP colleagues and partners.</li><li>• Works with the Global Marketing and Communications team and the Country Office team to develop and implement a media relations strategy for any high-profile visit to the country including preparing background materials and relevant packages.</li></ul>	25%
4	Performs other duties as assigned.	5%

#### IV. PLANNING AND ORGANIZING

The incumbent is expected to plan and organize his/her work in line with the country work plan.



# RIGHT TO PLAY

PROTECT. EDUCATE. EMPOWER.

## V. MINIMUM QUALIFICATIONS (Must have)

### (A) EDUCATION/TRAINING/CERTIFICATION

Bachelor's degree in communications, public relations, journalism or any related field

### (B) EXPERIENCE

- 5 years' experience with I/NGOs in the country of operation in a communications role.
- Experience of media relations and developing communication plans and material.
- Experience creating and editing high-quality written, photographic, and video content
- Experience managing social media accounts
- Experience working with a global team
- Experience with graphic design

### (C) COMPETENCIES / PERSONAL ATTRIBUTES

- Excellent interpersonal and confidence using these in a cross-cultural environment
- Excellent communication skills both written and verbal
- Ability to proof read and ensure consistency and the highest quality of professional presentation in all communication products.
- A solid team player with respect for others
- Ability to understand and motivate others
- Proven ability in transferring knowledge and experience
- Adaptable with the ability to deal with stress
- Demonstrated professionalism and positive attitude
- Effective organization skills

### (D) TECHNICAL SKILLS:

- Fluent with Mac OS and associated standard photo and video editing software and design software
- Strong MS Office skills, especially Word and PowerPoint
- Strong in using Adobe Photoshop, Illustrator Premiere Pro
- Experience in photography and videography (filming and editing)

### (E) LANGUAGES:

Fluency in written and spoken English and local language(s). French is also required in francophone countries.

## VI. DESIRED QUALIFICATIONS (An Asset)

- Demonstrable experience in networking
- Understanding of human rights and social change issues
- Experience in working according to child protection and child safeguarding best practices, especially with regards to photography and videography involving minors.



# RIGHT TO PLAY

PROTECT. EDUCATE. EMPOWER.

- French is an advantage for English speaking countries

## VII. JOB CONTRIBUTIONS/IMPACT

### (A) PROBLEM SOLVING

The incumbent is expected to follow the established work procedures while using analytical skills to solve work related problems.

### (B) FINANCIAL IMPACT

The incumbent is expected to be accountable for the financial aspect of communications activities.

### (C) INFORMATION MANAGEMENT

The incumbent is expected to keep a database for media relations, and to maintain an archive of photos and videos of RTP Programmes and events. He/she is expected to collect information from the field, safeguard it and share it with the team as appropriate. He/she is expected to manage social media accounts in line with RTP policies and brand guidelines.

### (D) CONTINUOUS IMPROVEMENT

The incumbent is expected to assess opportunities and recommend changes to improve communications within the country of operations.

### (E) RELATIONSHIP MANAGEMENT

The incumbent is expected to enhance relationships by focusing on immediate internal and external relationships.

## VIII. CONTACTS/KEY RELATIONSHIPS

### (A) Internal

Country Director, Program Director/Manager, Monitoring, Evaluation and Learning Specialist, Global Director of Marketing and Communications, and Communications Officers in other countries where Right To Play works as per the requirements of the role.

### (B) External

Donors, Partners, community based organizations, INGOS, NGOs, Government, community representatives, vendors, printing companies and media.

## IX. WORKING CONDITIONS

### (A) PHYSICAL ENVIRONMENT AND EFFORT

The job is mainly an office based job. Field visits and meetings with other stakeholders is also required as needed



The job requires require the use of several senses specially when communicating with others

### **(C) MENTAL DEMANDS**

The job requires concentration and some attention to deadlines

## **X. APPLICATION PROCEDURE**

If you are interested in applying for this position, please send your CV and application letter to: [jobs@rumaconsult.com](mailto:jobs@rumaconsult.com) and kindly include “**Communications Specialist**” in the subject line. Whilst this position is open until filled candidates are advised to submit their application not later than **5:00 pm on 23 November 2020**.

While we thank all applicants for their interest, only those selected for interviews will be contacted. Right To Play is a child-centered organization and our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs.

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).