

# SENIOR COMMUNICATIONS AND PUBLIC ENGAGEMENT OFFICER

Location: [Africa] [Tanzania]

Town/City: Dar es Salaam

Category: Information Technology

## JOB PURPOSE *(Limit 750 characters)*

The **Senior Communications Public Engagement Officer** supports the management communication and public engagement function in keeping the World Vision employees and the public at every level informed on positive developments in the organization and support the process of explaining and building understanding of the mission and vision of World Vision Tanzania. He/she is responsible for managing, developing products and tools facilitating channels of communication that promote information sharing and learning. The incumbent is also responsible for maintaining, updating and promoting the World Vision Tanzania website to internal and external audiences, especially donors. He/she will also develop and disseminate key communications resources for marketing, public awareness and management of emergencies. The incumbent will also observe the mission and core values of World Vision and demonstrate a quality of spiritual life that is an example to others.

## MAJOR RESPONSIBILITIES

% of time	Activity	End Results
20	Monitors implementation of internal communications for public engagement strategy with a clear annual work plan and budget and produce key	Communicate Country Strategy to public and objectively executing implementation of communications for public

	internal communications messages, products and tools to support the organization to reach its strategic communication outcomes	engagement strategy in line with achieving overall goals of Country's program.
20	Manage, update and promote the WV Tanzania Website and social media platforms (Instagram, Facebook, Twitter and YouTube) to internal and external audiences, especially to donors and the public	Increase visibility of our interventions and public engagement through social media response.
10	Develop and enhance tools, materials, channels and electronic interfaces such as the intranet to facilitate appropriate and effective flows of internal information and communication to staff.	Pro-active and Increase response of content request for Supporting Offices, and knowledge generation of our intervention to staff and regional office.
15	Oversee the application of WVI communications branding policy across all internal products, build strong brand presence and assist staff in implementing the brand guidelines as appropriate	Increase standardization of branding across all produced internal and external products.
10	Produce consistently and timely feature stories and photos for sharing with World Vision Partnership-wide website, intranet, the World Vision Tanzania website and	Engaging and capacitating APs teams in developing evidence-based content on monthly in increasing visibility of WVT in online platforms.

		all departments.	
	10	Work with print and broadcast media to generate proactive and positive news coverage for important media opportunities and interviews that promote and protect the public image and ministry of WVT	Strengthening media relation and increase WVT presence in regional, national and global media. Monitoring and sharing media mentions with staff.
	10	Produce emergency communications messaging and products (web-based situation reports, stories and photos) and ensure internal audiences are informed and updated in a timely manner	Collaborates to build a communications (or external engagement) strategy and plans in order to support response leaders, response and Partnership strategic objectives. Sharing of current status of emergency support through stories and in commemoration of International Days e.g., International Day of Refugees.
	5	Develop and design content for internal newsletter for staff	Monthly sharing of ND Newsletter through emails.

#### KNOWLEDGE/QUALIFICATIONS FOR THE ROLE

Required Professional Experience	A person with three years working experience in the field of communications and public engagement. With strong knowledge of media industry in the country. He/she must be critical and possess writing and editing skills. The candidate must know how take photos and videos for documentation. He/she must be innovative and knows design applications. Understanding of INGO is added value.
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Required Education, training, license, registration, and certification	Bachelor Degree in Journalism, Mass Communications or Public Relation				
Preferred Knowledge and Qualifications	<ol style="list-style-type: none"> <li>1. English language fluency (written and verbal)</li> <li>2. Excellent writing skills, with photographic and video skills also preferred</li> <li>3. Ability to maintain effective working relationships with all levels of staff and public</li> <li>4. Demonstrated experience in using website programs</li> <li>5. High level of confidence and confidentiality</li> <li>6. Graphic Design skills for materials to be shared online platforms.</li> </ol>				
Travel and/or Work Environment Requirement	Office – Based with Frequent Travel to field	Physical Requirements	30% of field travel	Language Requirements	Kiswahili and English

### KEY WORKING RELATIONSHIPS

Contact (within WV or outside WV)	Reason for contact	Frequency of contact

All APs, Clusters	These are field offices that Comms and Public Engagement are frequent engage.	Monthly
Media Houses	We need profile our work through media engagement; newspapers articles, live talk shows, etc.	Frequent
Supporting Offices	<p>We have request of content from Supporting Offices, as such we respond to the quest.</p> <p>Pro-active developing interest story per Support Offices area of fund.</p>	<p>Upon Request</p> <p>Quarterly</p>
Donor Organisation	Different Grants have different requirements for visibility of the works as such support project teams to respond to the requirements.	<p>Upon Request</p> <p>Quarterly</p>