



COMMUNICATIONS OFFICER -ECAN

JOB TITLE: Communications Officer	
TEAM: Regional	JOB FAMILY: Regional
FAIRTRADE AFRICA PURPOSE: To improve the socio-economic conditions of African producers.	
REPORTING LINES: Post holder reports to: Head of Region ECAN Staff reporting to this post: None	LOCATION: Nairobi, Kenya
BUDGET RESPONSIBILITY: No	
BACKGROUND: Fairtrade Africa (FTA) is the umbrella organization representing Fairtrade certified producers in Africa. FTA aims to effectively represent producers within the International Fairtrade system and to contribute to livelihood improvement of African producers by increasing access to markets. Established in 2005, FTA has four (4) regional networks - Eastern, Central, Southern, Western and Northern Africa supporting producer activities.	

Accountabilities & Responsibilities

Media, Publicity and Communications	<ul style="list-style-type: none"> Work in collaboration with the External Communications Officer to manage publicity and media activities, including handling event enquires and community and Organisational requests for brand and market involvement. Contribute to key advertising, communication, sponsorship and media activities Working in collaboration with relevant staff to create and implement promotional strategies to generate participation and engagement in regional conferences or other promotional and marketing initiatives of ECAN. Prepare and distribute media releases on ECAN issues and program impacts Design, produce and distribute event correspondence and promotional material. Promote the FTA organisation positively to key stakeholders and target groups. Assist in website maintenance, including but not limited to banner updates, content and images. Plan and coordinate social media activities including updates on Twitter and Facebook Develop and maintain relevant databases, including producer organization and media contacts. Maintain the production of a range of publications including newsletters, <i>ECAN news</i>, <i>Brochures</i> and product annual report. Organise and participate in ECAN Editorial Committee meetings. Assist in providing media training for ECAN staff, and FTA representatives as required.
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Communication Strategies	<ul style="list-style-type: none"> • Work with the regional MEL Officer, and External Communications Officer to develop, implement and evaluate all ECAN external communications strategies to promote advocacy issues to key stakeholders, including government, NFO bodies, service providers, and media. • Work with and across units in ECAN to enhance and promote effective communication; promote cross-unit programs; and ensure consistency and Quality in communication of ECAN key priorities and programs.
Events Management	<ul style="list-style-type: none"> • Project manage and coordinate all regional events for ECAN, in a manner which promotes and encourages participation from a range of stakeholders and promotes and generates support for ECAN programs. • Liaise with key event partners and significant stakeholders to build positive working relationships • Ensure all events run effectively and within the allocated budget. • Identify and manage suppliers of marketing materials, and other events management logistics. • Identify and evaluate suitable events/expos/exhibitions to enable ECAN exposure. • Develop annual events plans and calendar.
Relationship Development	<ul style="list-style-type: none"> • Contribute to key advertising, communication, sponsorship and media activities. • Strengthen links with relevant stakeholders including NFOs, Partners and relevant government departments and other not-for-profit organisations. • Identify opportunities for new partnerships and sponsorship. • Build and maintain relationships with related organisations and groups to ensure suitable consultation for promotion activities.
Reporting and Resources	<ul style="list-style-type: none"> • Prepare accurate and timely communications reports as directed by the HOR, Senior Leadership Team(SLT) and other relevant stakeholders. • Provide written and verbal presentations as required. • Produce a comprehensive Regional Congress report. • Undertake an evaluation of each event, maintaining accurate data, including reviewing and reporting against the objectives of the various events. • Maintain current producers and workers statistics and fact sheets on the ECAN website and as a briefing tool for the HOR and senior Management team. • Assist with the management and production of information and resources. • Develop and maintain communication templates for country and regional offices, and specific ECAN programs.
Organisational team work	<ul style="list-style-type: none"> • Demonstrate an active, dedicated commitment to the FTA Mission and Vision, and core principles. • Actively seek to understand, communicate and support FTA vision and
	<ul style="list-style-type: none"> organisational goals to all stakeholders, internally and externally. • Ensure a high level of confidentiality and integrity, liaise with others in a professional, respectful and constructive manner.
Professional development	<ul style="list-style-type: none"> • Attend relevant group seminars and training sessions. • Develop an individual program for professional development in consultation with the HOR.
Policy and	<ul style="list-style-type: none"> • Comply with FTA Policies and Procedures. • Comply with all other legislative requirements.

Selection Criteria	
Essential Qualities	<ul style="list-style-type: none"> • Degree level qualification in communications or relevant discipline, coupled with experience in communications, event management or public relations. • High level of skill and in depth understanding of marketing and communications. • Demonstrated success in achieving high quality outcomes in events management and project management. • Demonstrated experience in website maintenance • Ability to manage multiple projects that meet deadlines and remain within budget. • Excellent interpersonal, written and communications skills, with a high level of proficiency in content writing and ability to write to a high standard. • Demonstrated ability to implement an internal communications strategy. • Experienced design skills with use of Adobe suite, Illustrator and Photoshop • Excellent computer skills and understanding of database management and on-line research tools. • Highly developed interpersonal skills, including the ability to effectively negotiate and liaise with a wide cross section of people, including internal staff, partners, service providers and the wider community.
Desirable Qualities	<ul style="list-style-type: none"> • Previous experience in the not-for-profit sector. • Understanding of and commitment to Fairtrade Africa-ECAN issues and needs.

APPLICATION DEADLINE 22nd November 2018

An application form (CVs will not be accepted) can be found on the jobs and volunteering page of our website <http://www.fairtradeafrica.net/about-us/jobs-and-volunteering/>. Completed applications should be **saved in the applicant's name**, and the position **Communication Officer ECAN**. All applicants should state how they meet essential requirements of the post and include their email address, telephone contacts and three referees with contact details on the application form and email to recruitments@fairtradeafrica.net. If you have any queries, please call +254202721930 and ask to speak to a member of the HR team. Qualified applicants will be subjected to background checks as condition of employment.