



WE ARE HIRING:

**Communications
and public
Relations officer**

05.03.19



ABOUT US

Fairtrade Africa (FTA) is the umbrella network organization representing Fairtrade certified producers and workers in Africa. It has four (4) regional networks – Eastern Africa; Southern Africa; West Africa; and Middle East and North Africa. Established in 2005, FTA aims to effectively represent producers and workers within the International Fairtrade System and provide services to them that contribute to the improvement of their livelihoods. The FTA Board directs policy and strategic development of the organization.

FTA Secretariat is in Nairobi where the operations are in the hands of the FTA Senior Leadership Team (FTA-SLT). In enabling the members to have a strong voice in the governance, strategy and the overall direction of the Fairtrade movement in Africa, the FTA-SLT has the responsibility for directing and managing all FTA resources including employees. The FTA-SLT has the overall responsibility of strategy development and operational implementation.

FAIRTRADE AFRICA PURPOSE: To improve the socio-economic conditions of African producers through increased access to better trading conditions.

ABOUT THE JOB

The Communications and Public Relations officer will provide strategic leadership and oversee development and implementation of Fairtrade Africa's continental strategies and plans spanning corporate communications, campaigns, documentation and knowledge management.

TEAM: Secretariat

LOCATION: Nairobi, Kenya

REPORTING LINES:

- **Post holder reports to:** Head of Advocacy and Partnership
- **Staff reporting to this post:** none

SCALE LEVEL: Coordinator level

BUDGET RESPONSIBILITY: Yes

DUTIES & RESPONSIBILITIES

Strategic Oversight

- Lead the development and execution of an integrated continental communications and public relations strategy to build FTA's reputation and brand recognition with key audiences.
- Provide strategic advice and support to the Executive director and the senior leadership team on all facets of communications and campaigns.

Media Management

- Establish, nurture and sustain strategic partnership with mainstream media and public relations partners to boost FTA's public image, profile and visibility.
- Develop and implement FTA's media strategy aligned to the organization's Strategic Plan and programs.
- Manage risk and brand reputation to ensure media work benefits Fairtrade Africa and safeguards our staff, programmes, partners and the producers we work with.
- Analyze and advise FTA's Senior Leadership Team on changing trends and opportunities in the continental and global media landscape
- Ensure that FTA's events calendar is managed to leverage national and international moments to maximize communications opportunities.
- Ensure crisis communication preparedness, and communication procedures are known and respected.

Content Development

- Gather internal organizational knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through identification of the most effective distribution channels.
- Produce high quality materials including information packs, opinion pieces, press releases, speeches, news reactions, photos, blogs, annual reports, newsletters and videos.
- Support regional offices in ensuring adherence to communication policies, protocols, standards and brand compliance.

Capacity Building

- a. Provide technical support, mentorship as well as on the job training to staff at the regional level on communications and campaigns.
- b. Providing overall direction and support to communications teams at the regional level about capacity building of producers on communications and media relations.

External relations

- c. Work with regional teams, programmes staff and partners to ensure production and availability of high-quality communications products for a wide range of audiences including donors, policy makers and the public, at global, regional and national levels.
- d. Lead in the production and dissemination of positions papers and statements, key messages, fact sheets on identified campaign themes.

SKILLS & EXPERIENCE REQUIRED



Knowledge and Experience

- A minimum of University Degree or equivalent in Communication, Public Relations, Journalism, Media Studies or International Relations. A Masters' Degree in any of these fields is highly desirable.
- At least 7 years of experience in managing and developing communications and public relations strategies and plans.
- Superb storytelling and case studies writing skills that create compelling angles for a variety of audiences.
- Ability to identify and understand different audiences and utilize appropriate communication channels and content.
- Fluent English is essential; knowledge of French an asset.
- A well-developed network of media contacts in Africa.
- Ability to work independently and take initiative.
- Capacity to operate successfully in a fast-paced and multicultural environment

Skills:

- Strong organizational and influencing skills.
- Must be flexible and have a well-developed interpersonal skill
- Ability to work under pressure within an office environment and perform routine and ad hoc tasks.
- Able to work independently under minimal supervision in a multi-cultural working environment
- Respect for confidentiality; affinity with the aim, objectives and beliefs of FTA.
- High proficiency in handling varied, demanding and complex tasks
- A flexible and enthusiastic approach to work with the ability to be part of a team
- Able to manage competing priorities to tight deadlines

HOW TO APPLY

APPLICATION DEADLINE: 20th March 2019

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 **Communications and Public Relations Officer**. 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.

Notes: This job description is intended as a guide and should not be viewed as an inflexible specification as it may be varied from time to time in the light of strategic developments following discussion with the post holder. The post holder will be expected to work to agreed objectives, which should facilitate achievements of the key responsibilities in accordance with the Performance Review Process.