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| **TITLE:**  Advocay and Communications Manager |
| **TEAM/PROGRAMME: Rwanda CO** | **LOCATION: Kigali** |
| **GRADE**: 2 | **CONTRACT LENGTH:Open Ended** |
| **CHILD SAFEGUARDING:** Level 3:  the post holder will have contact with children and/or young people *either* frequently (e.g. once a week or more) or intensively (e.g. four days in one month or more or overnight) because they work country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff. |
| **ROLE PURPOSE:** The Advocacy and Communication Manager is responsible for identifying advocacy issues, preparing and implementing advocacy plans, documentation and communicating lessons and good practices from implementing programs to various users. The post holder will ensure a consistent and effective flow of information pertaining to Save the Children’s activities, keeping relevant teams up to date on all developments both internally and externally.The managerial position has both an internal and external orientation, but works closely with the Senior Management Team, Program Development and Quality Team as well as the Program Operation teams in facilitating the planning and undertaking of advocacy, media and communication initiatives.The post holder will carry out these responsibilities in line with Save the Children’s vision, country strategic plan, and principle of Child Right Programming. In the event of a major humanitarian emergency, the role holder will be expected to work outside the normal role profile and be able to vary working hours accordingly. |
| **SCOPE OF ROLE:** **Reports to:** *PDQ Director***Staff reporting to this post:** **Direct:** Communications Officer**Indirect :** Communications Intern |
| **KEY AREAS OF ACCOUNTABILITY****Advocacy:*** Lead the processes of developing an advocacy strategy for the Country programme.
* Provide technical support in identifying key programme sector/theme specific policy and practice related advocacy issues, develop specific advocacy plans for change, implement and monitor the impact of those changes in improving the lives of children
* Undertake critical analysis about the situation of children based on thorough context (local, national and global) assessment sand identify major advocacy issue (s) Save the Children needs to embark on or address with or without other stakeholders to ensure the fulfilment, respect and protection of children’s rights in Rwanda. Based on consultations with and guidance of the SMT take the lead in planning and executing such advocacy initiatives.
* Through application of a thorough stakeholder’s analysis techniques, map out the works, interests and plans of other stakeholders in respect to identified areas of advocacy.
* Play a lead role in establishing or strengthening partnerships with relevant stakeholders in strategic areas of interest for Save the Children objectives. Such partnerships or collaborations must be brought to the attention of the SMT.
* Provide leadership in linking local, national, regional and global advocacy efforts in the Save the Children International network as the context allows. Specifically, the role will be critical in raising the voices of children during important advocacy moments (UNGA, WHS, WHA and Day of the African Child amongst others).
* Lead the process of planning and implementing processes related to documenting lessons learnt and good practices from Save the Children’s programmes.
* Represent the Country Office in various advocacy forums.

**Communication:*** Develop communications strategies, guidelines and plans for the country office.
* Support the development and presentation of contents in articles, stories, photos, messaging, social media content, fact sheets and multimedia for Save the Children’s key audiences – internally and externally.
* Lead in the development of a communications calendar capturing priorities of actions and products for the country office.
* Ensure the branding and communications guidelines of Save the Children are consistent across the country office and field offices.
* Lead on information and communication flows between emergency responses and a variety of internal and external stakeholders
* Lead on developing and implementing effective ways of communicating lessons learnt, good practices, evidences of changes and use them to influence policy and practice changes with various stakeholders including communities, partners, donors etc.
* Manage the production of compelling photo stories, case studies, audio-visual materials from the field to highlight Save the Children’s work, including commissioning of photography and film when required in line with Save the Children International policies and procedures
* Facilitate the processes of planning, organising and undertaking issue-based or programme/sector specific advocacy events, meetings, conferences, workshops etc. together with relevant programme team

**Media:** * Act as the media focal point for queries internally and externally.
* Develop a strategy/guidelines to guide the engagement of the country office with the media.
* Identify media issues, prepare media messages, talking points, Q&A’s, assess appropriate media for communicating those messages and facilitate the process of disseminating/communicating those messages after securing the approval of the Country Director.
* Track and monitor interviews and media coverage in Rwanda.
* As appropriate establish proactive and beneficial relationship with media outlets that can help engage Save the Children in advancing children’s rights.
* Manage content on the social media platforms for Rwanda

**Capacity building:*** Identify advocacy and communications capacity gaps at the Country Office and its partners
* Build staff capacity at all levels to ensure they are effective ambassadors for Save the Children’s work in Rwanda
* Ensure communications and media is mainstreamed in all programmes.
* Develop and implement a general advocacy capacity building plan with particular focus on identifying, planning and implementing advocacy initiatives alongside methods and skills of documenting and communicating lessons learnt and good practices.
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| **BEHAVIOURS*** Understanding humanitarian contexts and application of humanitarian principles:
* Ensures that programme goals and activities uphold the principles of the key national and international humanitarian frameworks, codes and commitments
* Integrates beneficiary accountability principles into the approach
* Participates in disaster coordination mechanisms and interagency cooperation

**Achieving results effectively:*** Ensure efficient and transparent use of resources in accordance with internal controls
* Establishes staff engagement mechanisms.
* Addresses difficult situations and makes tough decisions confidently and calmly
* Considers the wider impact of decisions to be made in the short and long-term.
* Continuously provides feedback and updates to achieve improved results
* Coordinates with stakeholders to avoid duplication and maximise resources
* Documents lessons learned and applies them to future projects

**Maintaining and developing collaborative relationships:*** Actively listens to different perspectives and experiences of stakeholders
* Actively participates in networks to access and contribute to good practice
* Establishes and maintains clear communication and dialogue with disaster and conflict affected people and other stakeholders
* Establishes clear objectives with teams and individuals and monitors progress and performance

**Operating safely and securely:*** Identifies and communicates risk and threats and minimises these for oneself and the agency
* Reduces vulnerability by complying with safety and security protocols set by the organisation
* Takes measures to do no harm and to minimise risks for partners and the communities
* Demonstrates an understanding of wider UN/NGO security coordination and how the organisation can benefit from, and contribute to, those mechanisms

**Managing yourself in a pressured and changing environment:*** Helps team members to practise stress management through prioritisation of workloads and modelling of appropriate self care
* Remains effective and retains perspective in the face of difficult or demanding situations
* Demonstrates personal integrity by using one’s position responsibly and fairly
* Maintains ethical and professional behaviour in accordance with relevant codes of conduct
* Plans, prioritises and performs tasks well under pressure
* Takes responsibility for own work and for the impact of own actions

**Leadership: Action; Thinking; Self; Inspiring; Developing Others:*** Builds own awareness of the bigger global picture by using a broad range of sources to gather data
* Demonstrates managerial courage by confronting difficult situations and seeking resolution, and stating willingness to champion ideas
* Demonstrates approachability and trust by listening carefully to others and valuing their contribution, and making others feel comfortable by being open and honest about their thoughts and feelings
* Demonstrates self-development and management by taking responsibility for own development, and actively seeking out feedback to better understand their own strengths and weaknesses
* Makes positive statements about work
* Effectively influences others by understanding their interests and show how they will be met by own solution
* Gives constructive feedback to enhance capabilities and responsibilities to another for the purpose of his/her development

**BEHAVIOURS (SCI Values in Practice****Accountability:*** holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
* holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

**Ambition:*** sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
* widely shares their personal vision for Save the Children, engages and motivates others
* future orientated, thinks strategically and on a global scale.

**Collaboration:*** builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
* values diversity, sees it as a source of competitive strength
* approachable, good listener, easy to talk to.

**Creativity:*** develops and encourages new and innovative solutions
* willing to take disciplined risks.

**Integrity:*** honest, encourages openness and transparency; demonstrates highest levels of integrity
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| **QUALIFICATIONS** * Degree in social science, development, journalism.
* Masters or post graduate degree in communications and media will be an added advantage. At least 5 years of experience in undertaking advocacy, media and communication initiatives in humanitarian and development contexts
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| **EXPERIENCE AND SKILLS(Essential &Desireable)*** Proven experience in analysing the situation of children using the child rights programming/ principles framework
* Proven track record of policy influencing with partners, government and civil societies/key stakeholders
* Excellent influencing and negotiation skills, including an ability to deal with people at all levels with credibility, tact, and diplomacy
* Excellent written and verbal communications skills, and an ability to produce good quality documents, information for a variety of audiences and communicate good practices
* Experience in policy and practice analysis and implementing strategic advocacy initiatives aimed at bringing changes in these areas
* Experience and proficency in graphic design software
* Strong inter-organisational skill such as networking, negotiation and communication.
* Willing and able to travel timeto field offices to support field teams, as security permits
* Strong computer skills to produce advocacy documents and document and communicate good practices.
* High level of fluency in English, both verbal and written, required.
* Commitment to Save the Children values.
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| **Additional job responsibilities**The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience. |
| **Equal Opportunities** The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures. |
| **Child Safeguarding:**We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse. |
| **Health and Safety**The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures. |